BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Dear Willie:

Four weeks ago this man paid $390.00 for the WOR time to talk to people with. He talked about a (ugh!) book on taxes.

What happened? Dear Willie! Why, 12 brief WOR announcements sold $1,000.00 worth of the book on taxes. And the orders are still coming in . . .

AMPLIFYING NOTE—the orders came from all over. From the majority of the 16 great, war-active cities, WOR covers; i.e., New Haven, Conn.; Bridgeport, Conn.; Trenton, N. J.; Newark, N. J.; Allentown, Pa.; Philadelphia, Pa.; New York, N. Y.; Jersey City, N. J.; Paterson, N. J.; Yonkers, N. Y.; Camden, N. J.; Elizabeth, N. J.; Reading, Pa.; Wilmington, Del.; Waterbury, Conn.; Hartford, Conn.

* * * WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

our address is— **WOR**

—that power-full station at 1440 Broadway, in New York

P. S. *People who prefer to use the telephone can get us pronto by calling PE 6-8600*

XUM

RESULTS

14,262

A general mail order business offered a Christmas catalog. They used 54 WLS announcements, all daytime, in two and one-half weeks—and received 14,262 requests! . . . And talk about intensive coverage of Midwest America! Mail came from 99 of 102 counties in Illinois, 83 of 92 in Indiana, 57 of 71 in Wisconsin and 71 of 83 in Michigan—as well as from 28 other states and Canada! And Chicago: *34.5% of the mail came from Metropolitan Chicago*—which contains only 25.8% of the radio homes in the WLS Coverage Area! . . . That's one result story. We'll be telling others. If you want the others *now* . . or any facts and figures on WLS . . ask your John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

CASPER
SCOTTSBLUFF
NEBR.
WYO.
CHEYENNE
STERLING
DENVER
COLO.
KAN.
GRAND JUNCT.
COLO. SPGS.
PUEBLO
COLO.
N. MEX.
TRINIDAD
RATON
OKLA.
TEX.
50,000 WATTS
KOA
850 K.C. DENVER
From Every Vantage Point It's...
KOA FIRST in DENVER!
If you had a Magic Carpet
. . . . you still couldn't cover the vast Rocky Mountain and Plains States region as effectively as KOA can do it for you! All major centers of population shown in this area are in KOA's primary listening zone!
Only KOA – among all Colorado stations – has the power to reach these ears. No other two or three stations can give you the single-station coverage that KOA delivers.
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Barber Jones has business to attend to . . .

He's gone to buy up time on KFAB . . .

Nowadays, when a good spot opens up on KFAB, there's no time to waste. Outstandingly productive in normal times, KFAB is a gold mine today, when farm men and women are spending the largest income in their history. This income is doubled and tripled by the *cycle* of its spending... from farmer to merchant to grocer to farmer, ad infinitum. KFAB governs the buying habits throughout the farm areas of Nebraska and neighboring states. Its listeners *buy* what KFAB recommends. And they'll buy the things *you* sell, if they hear your message over this station.

ED PETRY CO NAT'L REPR

KFAB LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE KOIL

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 2 JANUARY 11, 19

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

Scores Again!

. . . with the largest listening audience of all other 5 Washington, D. C. stations on Sunday afternoon broadcasts of Redskins pro-football games.

SEPT. 13 TO NOV. 29, 1942
C. H. HOOPER REPORTS SHOW:

WOL 62.9% All other stations combined 37.1%

Get the Facts from WOL — Washington D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM

★ ★ SPOT SALES, INC.—Natl. Rep., New York, Chicago, San Francisco ★ ★

XUM

There is spendable income in the rich oil and gas producing area of East Texas, North Louisiana and South Arkansas . . . money that circulates, buys the products that you have to sell. That's why many alert advertisers have gauged this market for greater profits . . . are reaching the area's more than 300,000 radio families * with one of the most potent sales media of the south—50 kw KWKH. Include KWKH on your "A" schedule . . . for more sales in the world's richest oil and gas fields—a market gauged for greater profits for scores of KWKH advertisers.

* CBS sets net daytime circulation at 313,000 radio homes; net night-time at 425,000.
Member South Central Quality network.
Ask Branham Company for details.

CBS 50,000 WATTS

K W K H

A Shreveport Times Station

SHREVEPORT, LOUISIANA

THE SELLING POWER IN THE BUYING MARKET

WE HAVEN'T TIME TO REST O

TWO YEARS AGO PA was organized for the purpose of producing a distinctive AP news report fo radio. It began in one room with a wire "to nowhere". Then it added its first New York station. Soon an Atlanta Station joined and the wire "to nowhere" began to go places. Now it is trans-continental, serving more than 350 stations.

But we haven't time to rest on our laurels.

The year 1943 presents new opportunities, new obligations, new determination. During 1943 PA will further improve the high quality of its radio news report . . . will first test and then introduce new techniques in radio writing . . . will develop and inaugurate new profit-making Telescripts . . . will establish more regional radio bureaus for the exclusive purpose of providing more state and regional news.

PA's performance during its first two years is a promise to all affiliated stations of even bigger and better things in 1943.

XUM

BRINGING YOU UP TO DATE

PA ORIGINATED the *first* regular 24-hour radio wire exactly *two years* and *two weeks* ago.

PA ORIGINATED separately staffed radio bureaus (in addition to AP's 100 regular news bureaus) for the sole purpose of writing state and regional AP news for radio.

PA ORIGINATED Telescripts and other radio feature continuities which have proved highly-salable to affiliated stations.

PA ORIGINATED the extra service of the only press association Station Relations Department.

PA ORIGINATED a new service to acquaint national advertisers with the special news and feature scripts offered by affiliated stations.

PA ORIGINATED the first news association Press Relations Department for the sole purpose of promoting affiliated stations.

PA ORIGINATED the first news staff composed exclusively of *experienced* radio news writers . . . people who know radio and news.

THESE SIGNIFICANT INNOVATIONS HAVE MADE PA THE PACE-MAKER AMONG ALL WHO SUPPLY NEWS FOR RADIO

OUR LAURELS

AP News for radio is available exclusively through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

RPM

These initials mean to you...

The only practical solution to any advertising problem in Mexico.

R. P. M. stand for the largest radio organization South of Rio Grande.

A Network

of more than sixty broadcasting stations covering the Mexican market from coast to coast.

RADIO PROGRAMAS DE MEXICO

LARGEST LATIN AMERICAN BROADCASTING SYSTEM

P.O. BOX 1324 — MEXICO, D.F.

EMILIO AZCARRAGA *Pres.* — CLEMENTE SERNA MARTINEZ *Mgr.*

XUM

He thinks he's getting COMPLETE coverage, too . . .

The Ostrich is a magnificent bird. He furnishes plumes for milady's hats, food and transportation for the natives . . . but he doesn't know a thing about coverage. When you buy radio coverage on the Pacific Coast, make certain you're not buying Ostrich coverage. Make sure your radio message is released not only to the 6 major markets (Los Angeles, San Francisco, Portland, Seattle, Spokane and San Diego) but also in the extremely wealthy secondary markets, whose 1,000,000 families (only eight states in the country have more) spent over $1,500,000,000 last year. Surveys show that only one network completely covers the Pacific Coast . . . Don Lee. Most of the Pacific Coast's important cities are surrounded by mountains, which make long-range broadcasting unreliable . . . and in many cases impossible. With 33 stations, Don Lee delivers local primary coverage. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

FRED A. PALMER

SALES MANAGER, WCKY, CINCINNATI

1928 Ohio Northern University and College of Wooster
1929 Manager, WAIU, Columbus
1932 President and Manager, WBNS, Columbus
1935 Production Dept., WLS, Chicago
1939 Vice Pres. and Mgr. KOY, Phoenix Organized the Arizona Network
1941 Sales Manager, WCKY, Cincinnati

IF YOU'RE one of those people who think you can judge a man by his appearance, you're wrong about Fred Palmer! Because regardless of appearances, Fred *isn't* a deacon! Matter of fact, Fred is a salesman—a super salesman in that he has the happy faculty of selling you *only those things that time will prove you wanted!*

And that, say we, is the smartest goal that any salesman can have. It's been *our* goal, here at F&P, during all the years we've been in business. Occasionally, we know, we've slipped up and conscientiously recommended things that we (and our customers) later regretted. But at such times we believe we have booted ourselves far harder than the customer himself has wished to boot us!

All of which isn't a matter of mere "honesty". We believe it's just plain stupid to purvey bad bargains, and just *good business* to offer the sort of merchandise that "repeats". And maybe that's why you in turn will like to repeat with *us*, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6378 | NEW YORK: 247 Park Ave. Plaza 5-9181 | SAN FRANCISCO: 111 Sutter Sutter 4555 | HOLLYWOOD: 1512 N. Gordon Gladstone 4949 | ATLANTA: 522 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 2 WASHINGTON, D. C., JANUARY 11, 1943 $5.00 A YEAR—15c A COPY

Cox Calls for House Investigation of Fly

Charges 'Gestapo' Is Operated in Commission

RESURGENCE of Congressional sentiment for an investigation of the FCC, aimed largely at the stewardship of FCC Chairman James Lawrence Fly, developed the first day of the new session last Wednesday, with the prediction by Rep. Cox (D-Ga.), a majority stalwart, that authorizing legislation will be enacted.

Reintroducing his resolution of last year for a select five-man committee inquiry, Rep. Cox loosed a short but vitriolic tirade against Mr. Fly and charged the FCC with maintenance of a "gestapo" and establishment of "terroristic control" of all media of communications. Senior majority member of the all-powerful House Rules Committee, to which the resolution (HRes-21) was referred, Rep. Cox appeared to have committee support for his resolution.

Last February, after Rep. Cox had introduced his original resolution, efforts were made by the FCC majority to thwart the inquiry. Linked with Chairman Fly in this effort was Commissioner C. J. Durr, newest member. It finally was blocked, presumably through Administration moves.

Change in Sentiment

A change in Congressional sentiment, however, widely heralded with the convening of the new Congress, was believed to have sufficient momentum to carry the resolution through. The House leadership, including Speaker Sam Rayburn, was said to have no opposition to inquiries into independent agencies, and particularly the FCC, which has been under fire repeatedly.

Reintroduction of the Cox resolution came a day after the FCC, in executive session, had given its law department the green light on a hearing to begin Monday (Jan. 11) involving renewal of the license of WALB, Albany, Ga., in which Rep. Cox allegedly is implicated, and which embraced a Dept. of Justice investigation made at the instance of Chairman Fly last April.

At that time it was revealed the department had been asked to investigate the exchange of $2,500 checks between Rep. Cox and the Herald Broadcasting Co., licensee of WALB. The Commission, it is understood, authorized its legal staff to conduct the renewal proceedings in judicial fashion, after it had been advised by the Dept. of Justice that it would not be embarrassed if such procedure is followed.

Old Probe Dropped

Although not directly related to the Congressional eruption, it also was learned last week that the Attorney General had notified the FCC his department did not intend to pursue charges purportedly made by the FCC involving Sam Pickard, former member of the old Radio Commission and a former vice-president of CBS. Chairman Fly is said to have instigated this inquiry also, having been instrumental in retaining John D. Farnham, Midwest attorney, as special investigator to look into old charges of purported improprieties in FCC regulation.

It was learned authoritatively that the department had notified the Commission the statute of limitations made moot any questions involving Mr. Pickard's stewardship. He left the Commission in 1929. Nor was the Dept. of Justice disposed to pursue an investigation of inferred acceptance of gratuities by members of the former Commission from a station owner through his attorney, evidently concluding that the weight of testimony, adduced at a secret hearing in Chicago several months ago, did not warrant action. This implied allegation placed all members of the Commission under a cloud, it was thought in some quarters, but the department's reaction is believed to dispel this doubt.

The Pickard inquiry, along with these other allegations, were dealt with in Congressional debates last year during the heat of the Cox resolution consideration.

In a statement accompanying introduction of his resolution, Rep. Cox expressed his confidence the measure will be adopted at an early date. "The story of the operations of the Commission under the chairmanship of Mr. Fly will prove shocking," he said. "It has almost completely established terroristic control of all media of communications. It maintains a Gestapo, the equal of which has never been seen in free government, and has developed the smear business into a fine art. Of all abuse of power by bureaucrats, nothing approaches the record of this Commission."

Rep. Cox said passage of the resolution would carry with it authority to retain an investigating staff and special counsel. The resolution provides for an investigation of the "organization, personnel and activities" of the FCC, with a view to determining whether or not the Commission in its organization, selection of personnel and conduct has been and is acting in accordance with the law and public interest. The committee would be required to report to the House during the present session, with recommendations for remedial action. The committee would be empowered to subpoena witnesses and books, papers and documents it deems necessary.

Economy Sentiment

With the current Congress economy-bent, it is expected the House Appropriations Subcommittee for independent offices will delve deeply into the FCC's justification for appropriations. Against a normal peacetime appropriation of approximately $2,000,000, the FCC now is seeking in excess of $8,000,000, most of it for war activities, including its war-born Foreign Broadcast Intelligence Service and its Radio Intelligence Division.

Some question has been raised about the desirability of these operations in a non-war agency. The peacetime personnel of the FCC, before the formation of these services, totaled about 700, both in the field and in Washington. The last personnel figures show an aggregate of 2,262 employes as of Oct. 1, of whom all but 145 were permanent. Of the latter, 130

(Continued on page 51)

Instalment Plan Would Ease Peacetime Economy Return

TO SIPHON an estimated annual $18,000,000,000 in consumer purchasing power, which would provide a backlog to ease return to a peacetime economy, an Instalment Selling for Post-War Delivery plan developed by Rolf Nugent, special advisor of the Office of Price Administration, was revealed last week.

Treasury-Reserve Participation

The plan would utilize instalment machinery to sell currently unavailable goods such as autos, refrigerators, pianos, oil burners and automatic stokers. These would be delivered at the earliest possible date in the post-war period, based upon established orders of priority. Payment would be made by individuals over established periods of time and certificates would be sold only on an instalment basis to encourage payment out of current income.

As the plan stands, payment schedules are to be related to certificate values, ranging from 12 monthly payments for $100 certificates to 25 monthly payments for $2,000 certificates. Priority numbers would be fixed by the month in which an individual entered his instalment contract.

The plan depends upon participation of the Treasury Dept. and Federal Reserve Board. The Treasury is expected to pay a part of the purchase price of each certificate for the use of the purchaser's money. The Federal Reserve would manage the plan's operation.

As conceived, certificate sales would be made by such dealer organizations as automobile sales agencies, refrigerator and piano dealers and heating equipment manufacturers. The consumer would sign a post-war delivery contract and make a small down-payment, which would remain with the dealer as his first commission. The down payment would vary depend-

(Continued on page 50)

OWI Urges Spots Used in Newscasts

Suggestions for Government Announcements Sent Out

TO AID stations in the placement of Office of War Information spot announcements, William B. Lewis, chief of OWI's radio bureau, last week sent to broadcasters who have accepted the Station Announcement Plan a memorandum of suggestions.

Among the suggestions, stations are advised to place announcements at the beginning or end of news broadcasts whether sponsored or unsponsored. The OWI memo points out that evidence indicates high listener interest in newcasts. Shows from service camps and training centers and sponsored programs of any other type also are recommended.

National Plan Cancelled

The memo advises that advertisers have shown a marked willingness to include OWI announcements in their programs. Furthermore, stations are informed that effective with the start of the Station Announcement Plan, Jan. 18, OWI has cancelled the National Spot Plan. Instead, the OWI has written to the 76 national and regional advertisers who have been using spot programs, explaining that messages scheduled into their shows in the future will be done by War Program Managers instead of by Washington headquarters. In line with the new plan, baseball and football allocation plans also will be discontinued, and advertisers sponsoring this type of program have been advised to inform stations of their willingness to continue Government messages in their programs next season.

No Commercial Tie-up

In connection with the use of Government messages, the OWI memo warns that no beer or liquor programs may be used; the commercial message "must not be scheduled or written with respect to the OWI announcement in such a way that the listener is led to believe there is a connection between the two". Single OWI announcements may not be sponsored.

Instead of using the recorded message provided by OWI, a station may rewrite the message to suit the script of the advertiser's program, but it must contain all the essential points covered in at least a minute's time.

Ruppert Adds WINS

JACOB RUPPERT Brewery, New York, has signed a 52-week contract for six quarter-hour news broadcasts by Waverly Root, and four one-minute spot announcements weekly on WINS, New York. Beer firm uses a thrice-weekly quarter-hour news program on WOR, New York. and spot announcements in selected markets. Agency is Ruthrauff & Ryan, New York.

RADIO'S FIRST DSC HERO

BY DIRECTION of President Roosevelt, First Lt. Thomas E. Knode, former Washington news editor of NBC, has been awarded the Distinguished Service Cross for extraordinary heroism in action, the War Dept. announced last Friday.

Now recovering in a military hospital in Australia from wounds received Dec. 5 [BROADCASTING, Dec. 21] Lt. Knode, on recommendation of Gen. MacArthur, has been given the second highest honor this country bestows on its soldiers. It is topped only by the Congressional Medal of Honor.

Radio's First Hero

Thus Lt. Knode, who was called to active duty last March as a reserve second lieutenant, becomes radio's first man to be decorated with the distinguished service cross. The citation follows:

"The Award of the Distinguished Service Cross, by Direction of the President. Thomas E. Knode, 1st Lt., 126th Inf., USA, for extraordinary heroism in action near Buna, New Guinea, on Dec. 5, 1942.

"During an attack on Buna Village, 1st Lt. Knode led his platoon with conspicuous bravery. When wounded in the leg he disregarded the wound and continued to lead his platoon in the attack. When he was again wounded in the foot and was unable to go on, he refused to be evacuated until he had given final instructions to his platoon."

With the citation for heroism, it was disclosed that Lt. Knode refused to accept appointment to a desk job in Washington when he was called to active duty. Because of his wide experience in the radio news field, Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public Relations radio branch, requisitioned the Washington radio man for duty in the radio branch. Knode, however, rejected the offer with the remark, "I'm a soldier and I want to fight this war on the battlefield, not at a desk in Washington."

LT. KNODE

Later, when he arrived in Australia, Lt. Knode turned down an assignment to the public relations staff of Gen. MacArthur. He preferred to go into battle with his men.

Just two days before the War Dept. notified his wife, Mrs. Catherine Knode, former Washington NBC employe, of the citation, Mrs. Knode received a letter from her husband in Australia. He said nothing about his exploits in action, but told his wife that he had been shot in the right foot. The bullet entered at the ankle and came out through the sole of the foot, shattering the bones. His optimism is reflected in his admonition to Mrs. Knode not to worry.

"The doctors say I'll be able to walk again but I'll be in the hospital another three months," he wrote. "Then I hope to come home and see you all."

The Knodes have three daughters, the youngest born last September while Tom was on duty in the Southwest Pacific.

Award to Du Pont

E. I. DU PONT DE NEMOURS & Co., Wilmington, Del., has received a special wartime award for "Distinguished Service to Safety" from the National Safety Council, currently engaged in a "Save Manpower for Warpower" campaign. Presentation was made Jan. 4 during a broadcast of the company's NBC program, *Cavalcade of America*. BBDO, New York, handles the account.

Camel Change

COINCIDENT with the shift from an hour program to a 45-minute show, effective Jan. 8, *Camel Caravan*, sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, has changed its name to *Comedy Caravan*, in line with its recent announcement to feature guest comedians. Program is now heard Fridays, 10-10:45 p.m. on the full CBS network. Agency is Wm. Esty & Co., New York.

Paper Rationing and 'Broadcasting'

IN CONFORMITY with the WPB order curtailing by 10% the supply of print paper of all magazines, BROADCASTING is glad to make its contribution to the war effort by way of saving manpower and transportation facilities involved in the production and delivery of paper. BROADCASTING will continue to provide full coverage of essential industry developments without detracting from interest and appearance since no alteration of basic format is necessary at present.

Consumer Good May Drop Furthe

Civilian Purchase, Producti To Fall More, Says WPB

FURTHER reduction in civil purchase, as well as in the p duction, of consumer goods services is forecast in 1943 bel comparable purchases and prod tion in 1942, according to a st announced last week by the Of of Civilian Supply of the War P duction Board.

Appliances Affected

Whereas civilian purchases expected to drop 10-15% bel figures for 1942, production of c sumer goods and services is pected to drop 15-20% below 19 with the resulting deficiency be reflected in inventory. The red tion of inventory was estima at 25% of stocks on hand at beginning of 1943.

The biggest buying drop is in purchase of durable goods, cluding radios and electrical pliances, continuing the trend ated in 1942 by limitation or halting production. The stu shows that in 1942 purchase durable goods dipped 45% bel 1941 and augurs a 35% decre during 1943 under 1942 figures.

The study further reports inventories prevailing among c sumer goods no longer being p duced for civilians, such as rad phonographs, washing machi safety razors and others. Off ting the production of civil goods to some extent, the rep reviews the introduction of sub tutes such as plastics in the ma facture of many products.

Some Relief Seen

In considering the civilian st dard of living, the report sta that much will be decided by t fortunes of the war in 1943. T basic civilian economy is not e pected to be reached in 1943, a cording to the report, except f civilian goods manufactured fr critical materials.

Some relief in the quantity available consumer goods is e pected through simplification a standardization. Reviewing su progress already attained, the r port looks to continued action this direction in 1943. By reduc types and simplifying othe needed raw materials are ma available to produce the maxim amount of civilian goods from t limited available material.

Cosmetic Plans

COLONIAL DAMES Corp., L Angeles (cosmetics), is includi a larger appropriation for ra in its 1943 advertising budget a will continue to use West Co spot as well as network ti Firm recently renewed for 5 weeks *Find the Woman* on 9 C Pacific and Arizona stations, Fr day, 9:55-10 p.m. (PWT). Agen is Glasser-Gailey & Co., Los A geles.

BONUS - *for all Advertisers in the Great* DETROIT *Market*

City Census Gain
Given as 336,000
WASHINGTON, Dec. 1.—(AP)—
The Census Bureau estimated today that Detroit gained 336,000 in population between April 1, 1940, and May 1, 1942.
During that same period, the bureau estimated on a basis of a survey which covered 137 selected metropolitan areas, there was a population loss of 365,000 in the

As the 1943 curtain goes up on war-time Detroit, far-sighted advertisers will see here the most promising sales opportunities that time has yet revealed. And just as surely as Detroit's accelerated, roaring production lines spell doom for Hitler and Tojo, so also do conditions in this great market assure safety for advertising investment to all who have merchandise to sell, or a good name to uphold. Here are contributing factors:

1. **Detroit's population is now at an all-time high. Estimates show a gain of 336,000 between April 1, 1940, and May 1, 1942, with *newcomers still pouring into Detroit at the rate of 20,000 each month!***

2. **Factory employment, too, is at an all-time high. Latest authoritative estimate (November 30, 1942) showed more than 510,000 hourly paid factory workers, alone, in the Detroit industrial area, *and that figure grows daily!***

3. **Wage scales in Detroit are the highest ever. Latest estimates place the average weekly earnings of Detroit factory workers at $56. That places the present factory payroll in this area at *more than $28,500,000 a week!***

Yes, Detroit is your BONUS market for '43, and WWJ is the station through which you can reach it most effectively and economically.

Associate Station W45D—F.M.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC Basic Network

Retail Sales Up During N. Y. Strike

Federal Reserve Report Refutes Newspaper Charges

REFUTING certain newspaper charges that radio "failed to do a job" for advertisers during New York's newspaper delivery strike in mid-December, advertising and station executives pointed to Federal Reserve figures which showed a 4% increase in department store sales in New York during the week of the strike over the same week in 1941.

That same 4% increase holds good for store sales in the whole of the New York Federal Reserve district, including Buffalo, Rochester, Syracuse and Newark, all of which had regular newspaper delivery. But New York dependent almost entirely on radio during the strike for news and advertising [BROADCASTING, Dec. 21], kept pace with the rest of the district in increased sales.

No Fall-off in Business

Among New York retailers who used radio time were Bloomingdale's, a regular client of WQXR, and R. H. Macy & Co. Bloomingdale's added an extra quarter-hour to its schedule the second day of the strike while Macy's took a quarter-hour of the Pegeen Fitzgerald program on WOR as well as one-minute and five-minute spots on the same station.

Frances Corey, in charge of Bloomingdale's radio programs, told BROADCASTING that sales of certain items advertised only on the air had been good, indicating that radio was responsible. Business at Bloomingdale's did not fall off, she added. Macy's advertising department expressed a similar thought, adding that business was at least as good as on the same days in 1941 when newspaper space was used.

For three days during the strike New York broadcasters successfully kept the public informed on news developments and did a pinch-hit advertising job for space-buyers who normally depend chiefly on newspapers. In fact radio cooperated with New York newspapers in broadcasting local news, gathered by staff reporters, in addition to the usual world affairs.

Radio advertisers, particularly those who reaped benefits from broadcasts during the strike, were shocked when Royal F. Munger, financial editor of the *Chicago Daily News*, singled out radio for a bitter attack. Reporting the strike's effect on department store business, Mr. Munger's story said on Monday the stores were full of shoppers, due to the "momentum furnished by the advertising of the previous week". On Tuesday, his article stated, "there was a faint thinning of the buying stream" and "by Wednesday a buying slump was in full blast.

"The crowds had fallen off," his story continued, "and the attempts to use radio in place of the missing advertising were getting nowhere rapidly. In fact, even through their anguish the newspaper advertising men grinned at the job radio didn't do."

Following Mr. Munger's story, the *Chicago Daily News*, editorially called the strike a "laboratory test of the necessity of newspaper advertising to retail trade," and added: "Radio didn't do the job. Wartime prosperity didn't do it. The enviable and deserved reputations of famous stores didn't do it. The slump came, as every newspaperman knew it would come, and New York's Christmas was curtailed."

These newspaper reports and comments were published prior to the release of the Federal Reserve District department store sales figures.

A reprint of the Munger article as a half-page display ad in the *Jamestown* (N. Y.) *Post-Journal* evoked a response from Simon Goldman, manager, WTJN, Jamestown, who wrote Mr. Munger in part as follows:

Cites Newspaper Ownership

"After I finished the article, the first thought that came to my mind was that here was a newspaperman who is surprised that newspaper advertising works. We in radio recognize the newspaper's place in the advertising world and a great number of newspapermen recognize radio's place in the advertising world. (As a matter of fact, an analysis of radio stations shows that newspapers own more stations than any other group. If my memory serves me correctly, I believe one-third of the radio stations in the United States are newspaper-owned.)

"I might mention that all the observations in your article were made not by the retail merchandisers themselves but by New York newspaper observers. To the contrary, those advertisers who were able to turn to radio did get outstanding results. For example, the movie industry, who are heavy newspaper advertisers in New York, reported no loss of business and found that radio was an excellent method of reaching moviegoers. As a result, a number of them are negotiating or have negotiated year-round radio contracts."

Pointing out that radio advertising is built on consistency, Mr. Goldman continued: "The observations made by reporters concerning this strike showed a volume of radio activity, but in the main most retailers were trying to plan their radio advertising, rather than to jump in for the sake of jumping in, and the strike was over before most of these plans materialized."

"Story Unfair"

Replying to Mr. Goldman's letter, Mr. Munger wrote, in part: "As a piece of reporting I have no particular apologies to make for the story. The facts were as stated. While I am glad to have your comments, the whole matter is somewhat remote for me at the moment, as I am leaving immediately for active military service with the United States Marines."

When the Munger story was reprinted in the *Buffalo Evening News*, John A. Bacon, director of sales, Buffalo Broadcasting Corp. (WGR-WKBW), wrote to nine New York stations asking for definite information regarding the experiences of New York advertisers during the newspaper strike. Ex-

(*Continued on page 46*)

ROAST DUCK was served staff members of KLZ, Denver, at their recent annual banquet after the station's four nimrods went hunting. When Station Manager Hugh B. Terry sat down at the head of the table his four employes literally gave the boss the bird. Serving roast duck to Mr. Terry (center) are (l to r): Jack Ross, bookkeeper; Les Waterman, engineer; Harvey Wehrman, chief engineer; Fred Mueller, sales chief.

New York Paper Hike Radio Rate

Mere Mention of Program Regular Copy Costs Double

NEW YORK newspapers la week put into effect a ruling th any advertising of a radio pr gram will be accepted only at t general or national rate. Ra applies not only to radio page a vertisements of programs, but al to mention of programs inserte into display advertising for me chandise, BROADCASTING was tol

If, for instance, a departme store were to insert into a pa ad one line asking readers to tu in the store's radio program, th whole page would be billed at th national rate, in most cases abo twice the rate normally charg for department store advertisin

"Short-Sighted Policy"

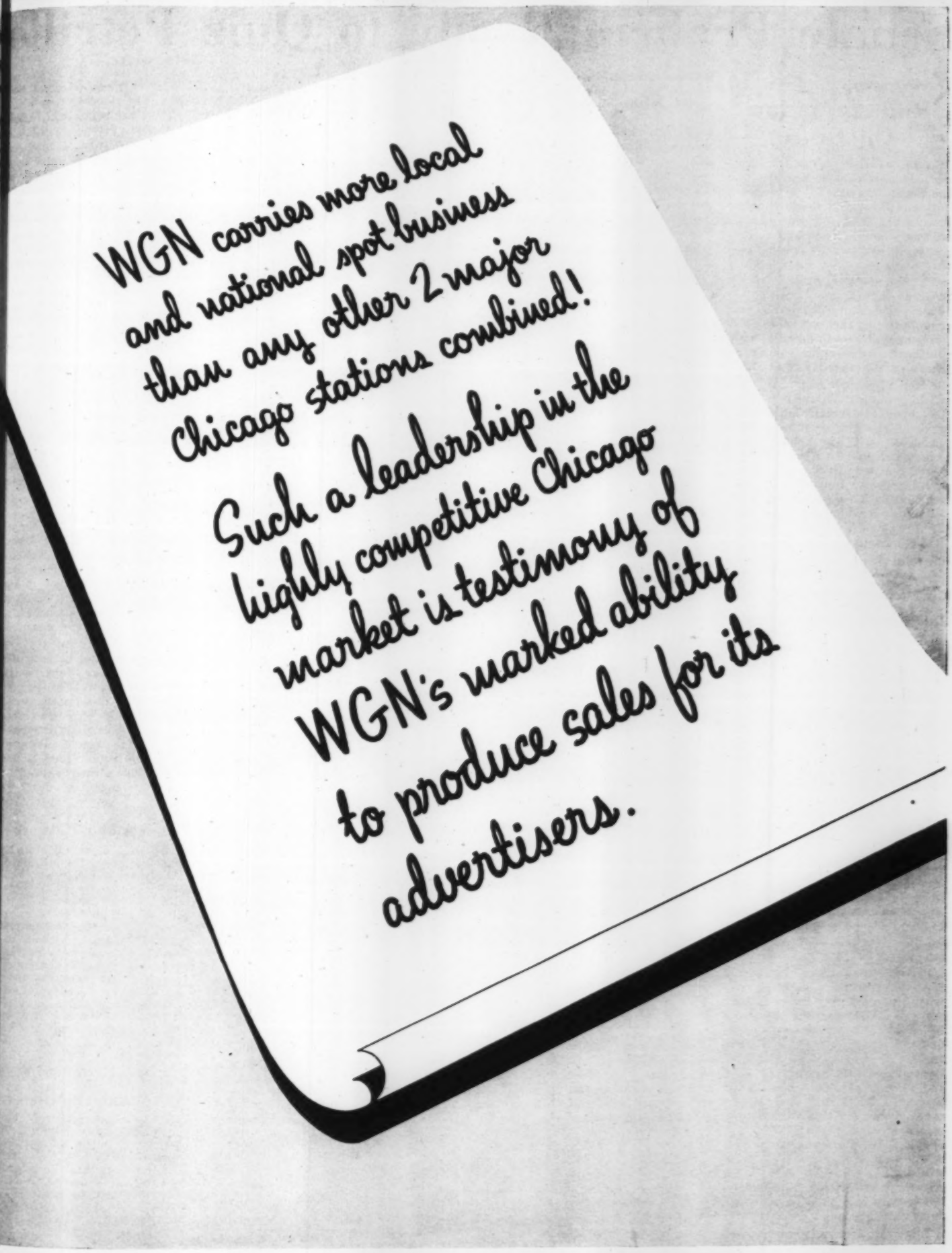
Retail advertising men, queri by BROADCASTING last week, we unanimously indignant over th move. Ira Hirschmann, vice-pre dent of Bloomingdale Bros., whi last week used space in a numb of metropolitan dailies to advert a new radio course in sewing, to b conducted during the store's broa casts on WQXR, New York, e pressed the feeling that Bloomin dale's newspaper contracts cov all of their newspaper advertisin regardless of subject matter, a said he did not intend to acce the new rate.

Terming the move a "short sighted policy," Mr. Hirschma said that newspapers should uti ize radio instead of opposing i citing the many examples of wi newspapers that "have used radi bought radio and worked wi radio instead of adopting defens tactics of this kind".

Denying that the move repr sented any antagonism toward ra dio on the part of the newspaper Richard Murray, in charge of de partment store advertising for th *New York World-Telegram*, sa that the new rule is merely a extension of various limitations th papers have found it necessary t put on department store advertis ing from time to time.

Terming the rates given to de partment stores as "absurdly low in relation to the general rat (37 cents a line to 78 cents is th World-Telegram's ratio), Mr. Mu ray explained that "the paper won't permit the stores to explo them" and "over the years we ha had to clamp down on variou types of advertising to protect ou rate structure. This new move do not represent any discriminatio against radio."

While the new ruling applies t New York only, its effect will un doubtedly be closely watched b newspapers and department store throughout the country and it i expected to receive considerable a tention during the advertising se sion of the National Retail Dr Goods Assn. meeting at the Hot Pennsylvania, New York, ear this week.


WGN carries more local
and national spot business
than any other 2 major
Chicago stations combined!
Such a leadership in the
highly competitive Chicago
market is testimony of
WGN's marked ability
to produce sales for its
advertisers.

Senate Probers Ready to Quiz Petrillo

May Ask FDR to End AFM Ban On Discs

IF ALL OTHER efforts fail, President Roosevelt may be asked by the Senate Petrillo Probe Subcommittee to invoke his broad wartime powers and terminate the ban on transcriptions and musical recordings as injurious to national morale during wartime.

This prediction was made by Senator D. Worth Clark (D-Idaho), chairman of the probe subcommittee, on the eve of the appearance of James C. Petrillo, AFM president, before the committee, scheduled for Tuesday, Jan. 12.

After reintroducing his far-reaching bill last Thursday to bring the musicians union within the scope of the anti-trust laws as a means of enjoining arbitrary actions which interfere with the war effort, Senator Clark said that if such legislation fails of passage, it is likely his five-man subcommittee will recommend in its report that the President use his broad wartime powers to protect the national morale.

Seek Prompt Relief

With transcription and record reserves, built in anticipation of the Petrillo ban, about to run out, the broadcasting industry and related public performers dependent upon recordings are becoming more and more aroused over the outlook. All eyes are turned toward the Senate Interstate Commerce subcommittee in the hope that some relief will be afforded promptly.

While there are two distinct schools in the broadcasting industry on the Petrillo situation and how it should be handled, no public moves toward negotiation of a settlement—temporary or permanent—with AFM have been disclosed. All sides are agreed that the AFM ban, which has blocked recording of a single new transcription or record since Aug. 1, is interfering with wartime morale and is destined to develop into a calamity if remedial measures are not instituted promptly.

Petrillo's appearance before the Senate Interstate Commerce subcommittee—his first before a committee of Congress—is scheduled for 10:30 a.m. Tuesday at the Senate Caucus Room. The committee has been advised by Joseph A. Padway, general counsel of AFL and Petrillo's special counsel, that the AFM head will read a prepared statement of about 45 minutes. Mr. Padway himself then proposes to discuss legal aspects of the controversy, after which Petrillo will be cross-examined by the committee. It is expected this testimony and examination will consume two sessions.

In some quarters it was predicted Mr. Petrillo would seek to turn the tables and ask for an investigation of the NAB and the industry.

At the request of Mr. Padway, who has labor business in Florida, the committee proposes to recess for about 10 days, during which it will line up its schedule of future witnesses. Requests for opportunity to appear have been received from such groups as the NAB, probably to be represented by President Neville Miller and Counsel Sydney M. Kaye; leading transcription companies and record manufacturers; music schools and societies; representatives of Local 802 (New York) of AFM, and spokesmen for coin-operated machine companies, and other public performers of recorded music.

Federal Witnesses

Whether other Government witnesses will be called upon to testify, supplementing previous testimony of such figures as Elmer Davis, director of the Office of War Information, and James Lawrence Fly, chairman of the FCC, who predicted dire effects on wartime morale and upon smaller radio stations, was not indicated. Their testimony, given at a preliminary hearing last September before the original Petrillo probe committee, will be incorporated in the new record, however.

With Senator Clark on the subcommittee are Senators Tunnell (Del.) and McFarland (Ariz.), Democrats; White (Me.) and Tobey (N.H.), Republicans. Herbert M. Bingham, Washington attorney formerly of Montana, special counsel to the subcommittee for the investigation, is handling preparation of the case and presumably will bear the brunt of the cross-examination.

Reports coming to the committee's attention have stressed the crisis ahead. Many dance bands, it was reported, already have disbanded because of lack of engagements for transcription and record recording. NAB President Neville Miller estimated that regular recording bands already are out of pocket to the extent of $1,000,000 to $2,000,000. He also noted that few new hit tunes have been written since the recording ban became effective.

Senator Clark said he would seek approval of his bill to bring the musicians union within the scope of the anti-trust laws at the current session. The measure, introduced Oct. 23, died with the adjournment of Congress. It was re-introduced in identical form last Thursday. The resolution, on which the hearings are being held (SR 286), remains operative until Jan. 31. Under action taken in the final days of the last session, all pending resolutions authorizing inquiries are killed on Jan. 31 and must be reintroduced.

"If we can't get anywhere with this bill in the new Congress," Senator Clark asserted, "it is likely the subcommittee, in its report will request that the President be called upon to use his wartime powers. The President has authority to take over plants where production has been halted by strike. I am sure he has wartime power to curb the power of Petrillo to deny popular music to millions of Americans, including troops at home and abroad.

"So far as I know, Petrillo has not offered any concrete proposal as a compromise to either the broadcasting stations, the record and transcription manufacturers or others involved," Senator Clark continued.

"This matter goes far beyond any labor dispute. Elmer Davis, director of the Office of War Information, told our committee recently that a continuance of the ban would force the closing of many small radio stations essential to our wartime communications.

"He also said, and he spoke for the War and Navy Departments, that the withdrawal of popular music from the radio stations and juke boxes would seriously endanger wartime morale on the home front as well as that of our troops on the battlefront. Quite a few stations have already closed or sold out for nominal sums."

John Shepard 3d Continues As Yankee General Manager

O'Neil Elected President; Executive Personnel Retained in Network Reorganization

MAINTAINING the same executive management, reorganization of the Yankee Network under its new ownership, was affected last Wednesday in Boston, with John Shepard 3d elected chairman of the board and designated general manager, and William F. O'Neil, president of General Tire & Rubber Co., elected president. The board continued Linus Travers as executive vice-president and Robert T. Bartley as vice-president and elected Mr. O'Neil treasurer, and Robert F. Ide of Yankee, assistant treasurer. Howard F. Wright, Yankee official, was named corporation clerk.

Personnel Meet With Owners

The executive committee comprises Messrs. O'Neil and Shepard and James W. Haggerty, Boston district manager for General Tire. The board of directors comprises Messrs. O'Neil, Shepard, Travers, Haggerty, Loren Angus McQueen, General Tire vice-president, Akron; and Samuel S. Poor, General Tire vice-president, Akron.

Operating heads of the network departments met for the first time with the new owners Wednesday evening. At the dinner meeting, in addition to those General Tire officials mentioned, were W. E. Fouse, vice-president; H. R. Jenkins, secretary, and William O'Neil Jr., of Akron, son of the company president and owner of WJW, Akron-Cleveland.

Yankee officials present, aside from those mentioned, included Gerald Harrison, Roger Coakley, William Eynon, George Steffy, Robert Myers, Irving T. Robinson, Clarence Stone, James S. Powers, Cedric Foster, J. A. Farrar, Joseph Lopez, Malcolm Parker, Dorothy Robinson, Fred McLaughlin and Gertrude Lanza.

Assurance was given the FCC prior to its approval of the sale of the Yankee Network owned stations to General Tire and Rubber Co., for $1,240,000 on Dec. 31 that the company would buy time from Yankee at rates and under conditions available to all other sponsors.

Coincident with the Commission's formal action, granting the transfer by a four-to-two vote, an affidavit of William F. O'Neil, president of General Tire, emphasizing that the network would not be used

(*Continued on page 41*)

Joins Yankee Network

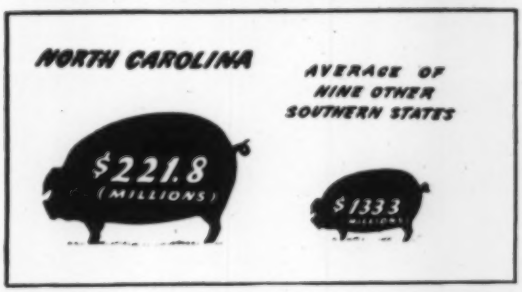
APPOINTMENT of Barbara Sprague, formerly of KGIR, Butte, and the Z-Bar Network in Montana, to the station relations department of the Yankee Network was announced last Thursday by John Shepard 3d, Yankee general manager. Miss Sprague will contact the 21 stations on the network as well as the three Yankee-owned stations. She will function under Gerald Harrison, in charge of station relations and sales coordination. In radio for the last 12 years she is a licensed operator and has had experience in all phases of station work.

Love Aids Petrillo

EDDIE LOVE, secretary of San Francisco Musicians Local No. 6, AFM, has been made an assistant to James C. Petrillo, AFM president. He moves to New York headquarters. It is believed on the Coast that he will be assigned to straighten out the situation brought about by the AFM recording and transcription ban.

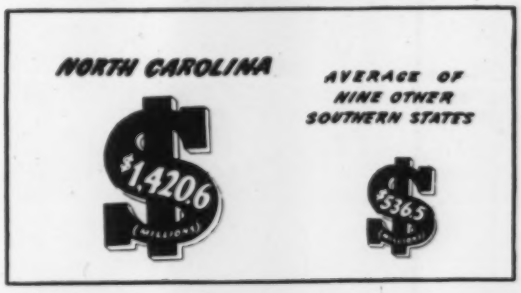
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF

with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

MANPOWER TITLES DUE FOR RELEASE

REVISION of specific manpower titles covering the broadcast industry were approved by the Inter-Departmental Committee of the Manpower Commission last week and may be expected to be released to draft boards within the next 10 days. Although the specific titles have not yet been made known it is understood that the new list is a marked improvement over the original list released Oct. 12 and known as Occupational Bulletin No. 27.

Careful consideration was given to the needs of the small stations in particular it is understood, to insure their continued operation. This does not mean, it was pointed out, that the larger station and network personnel have been overlooked but the need for keeping small stations on the air is very much in the foreground of all planning for radio's wartime future.

Although specific administrative titles were omitted in the original list it is understood that a title has been provided for station managers in the new version. Otherwise, titles will cover engineers, newsmen, traffic personnel and program directors with careful breakdowns to cover specific jobs.

Skelly Adds News

SKELLY OIL Co., Kansas City, on Jan. 2 expanded its network program schedule by adding a Saturday morning quarter-hour newscast at 8-8:15 a.m. in addition to the Monday through Friday quarter-hour commentary broadcast at the same time on 19 Midwestern NBC stations. Alex Dreier, NBC correspondent recently returned from London, who is commentator on the daily newscast is featured on the Saturday program while Lloyd Burlingham, midwest farm authority, presents the W. G. Skelly award for Superior Achievement in Agriculture to the outstanding farmer of the week. Agency is Henri, Hurst & McDonald, Chicago.

Calavo Spots

CALAVO GROWERS of California, Los Angeles (avocados), on Jan. 6 resumed its scattered spot schedule campaign in selected markets and is utilizing twice-weekly participation in *Economy Kitchen*, WKRC, Cincinnati; *Ruth Merrian Wells*, WGAR, Cleveland; Mrs. Page's *Household Economics*, WJR, Detroit; *Kay Morton*, WIL, St. Louis; *Hopeful Homer*, KPRC, Houston; *Marilyn Day*, KSL, Salt Lake City; *Budget Brigade*, KLZ, Denver; *Beulah Karney*, WENR, Chicago; *Bee Baxter*, KSTP, St. Paul; Leone Bender's *Woman's Page of the Air*, WOAI, San Antonio. Firm also sponsors twice-weekly five-minute participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Wednesday, Friday, 9:30-10 a.m. (PWT). Agency is J. Walter Thompson Co., Los Angeles.

JOHN GUNTHER, commentator, will shift his news commentaries on BLUE Friday and Saturday, from 10:30-10:45 p.m. to 10-10:15 p.m., starting Jan. 15.

MBS Billings U 32% During 19

All-Time High of $9,636,1 Gross Time Sales Reporte

MUTUAL billings for the months of 1942 totalled $9,6 122, the network announced l week, making an all-time high gross time sales for a year's pe od since MBS was formed in 19 This total for 1942 marks a 3 increase over 1941, when billi were $7,300,955.

In a breakdown of MBS b ings by agency and client for year of 1942, three agenc placed $1,000,000 or more for th clients: Blackett-Sample-Humme $1,195,822; Ivey & Ellington, $ 305,503, and R. H. Alber Co., $ 064,935. The other 33 agenc placed business on MBS for th accounts under the one mill mark. The following advertis placed the largest amount of bu ness on Mutual during the p year:

Gospel Broadcasting Assn.—$1,064,93
Bayuk Cigars—$973,072.
Coca Cola Co.—$642,984.
Gillette Safety Razor Co.—$604,879.
General Cigar Co.—$448,087.
Pharmaco Inc.—$447,057.
R. B. Semler—$438,916.
Anacin Co.—$333,738.
Whitehall Pharmacy—$321,712.
Richfield Oil Corp.—$304,729.

Richfield Renews

RICHFIELD OIL Corp., N York, has renewed for the fou consecutive year Arthur Hal *Confidentially Yours* on Mut continuing to feature the wart services offered motorists by lo dealers, according to an announ ment by B. N. Pollak, sales pro tion manager. Sponsor will c tinue to cooperate with the Of of War Information in schedul Government announcements un the network allocation plan. P gram is aired thrice-weekly, 7: 7:45 p.m., and repeated at la hours, on 24 Mutual statio Agency, Hixson-O'Donnell, N York.

Recruits for Red Cros

TO HELP the American Red Cr recruit 36,000 graduate nurs 100,000 nurses' aides, and a mill students in home nursing class NBC and its affiliated stations w begin a 13-week campaign Jan. using a half-hour dramatic p gram *That They Might Live.* rected by Jane Tiffany Wagn NBC director of women's war a tivities, the series will be air Sundays at 12:30 p.m., with sta screen and radio stars donati their services. In addition to t network series, NBC affiliates w present locally each week two qua ter-hour transcribed drama *March of Mercy.*

MBS Series to Latins

SPANISH and Portuguese la guage broadcasts of the week Mutual *This Is Our Enemy*, s ries exposing Axis brutalities Nazi-dominated territory, will so be released in Latin-American r publics, according to officials of t Office of the Coordinator of Inte American Affairs. Half-hour p gram expands the current Lati American schedule of some shows being released daily in t 20 republics.

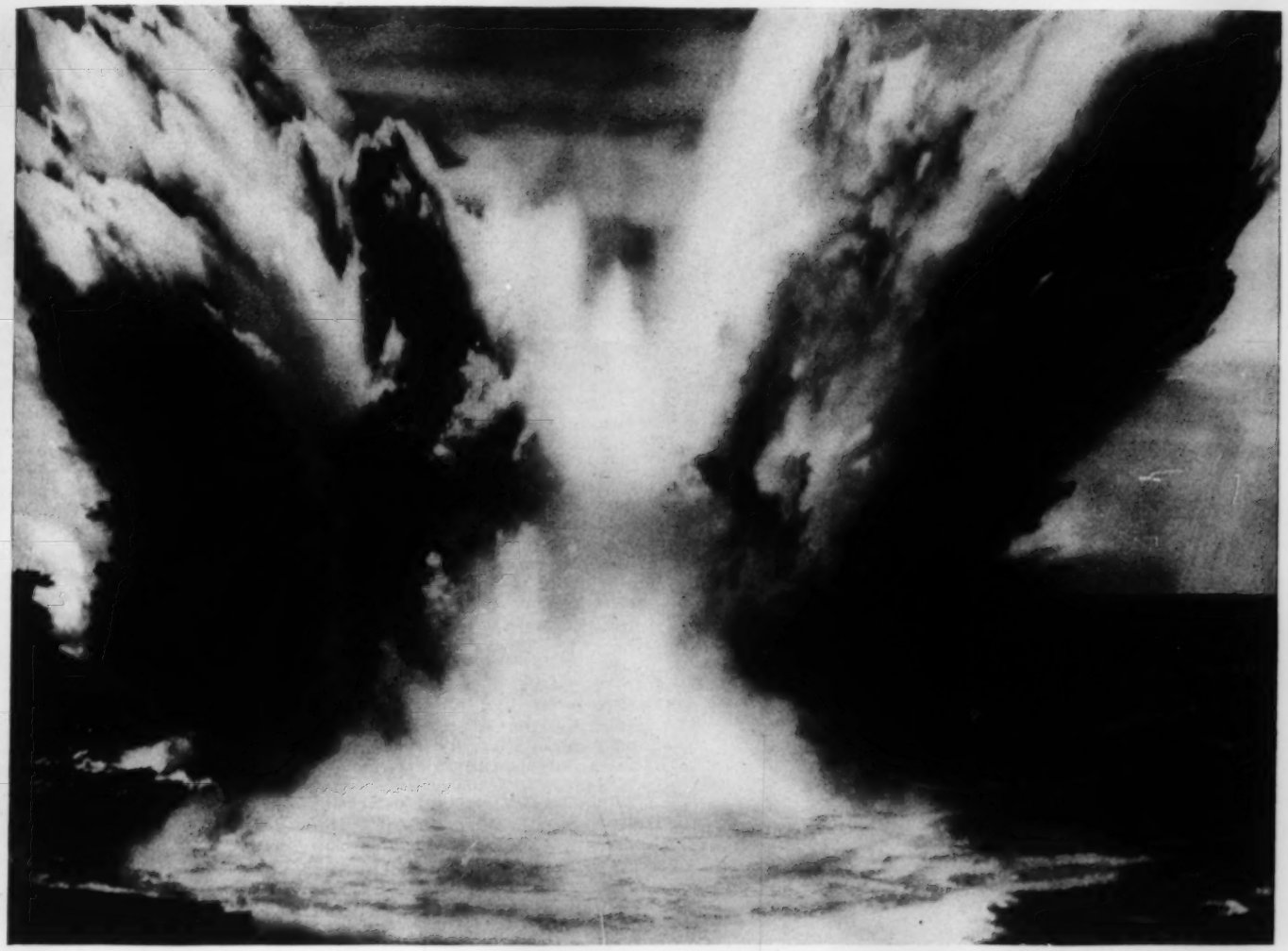


PHOTO BY EWING GALLOWAY

A NEAR MISS

. . . DOESN'T COUNT IN RADIO!

That's the experience of smart advertisers. Particularly in Baltimore . . . today the country's 6th largest market.

If you want to hit this Baltimore trading area target, when you aim at it . . . here are three reasons why advertisers interested in reducing sales costs . . . are swinging to Radio Station WFBR:

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic . . . it's just good engineering.

2. There is no waste with WFBR. We do not use a hopped-up signal to cover the surrounding states in which you may or may not have sales . . . or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.

3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people have visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

. . . If you're now using radio in the Charleston, West Virginia market— or planning to do so in the future— you should see the Crossley Study just completed.

000 ON 580 WCHS CBS AFFILIATE

John A. Kennedy, President Howard L. Chernoff, Managing Dir

Charleston, West Virginia

represented by

THE BRANHAM COMPANY

21 Food Sponsors On Blue Schedule

Quaker Oats, Warner Latest To Sign With Network

OF THE 50 commercially sponsored programs on the BLUE Network as of Jan. 1, 1943, start of its second year of independent organization, 21 are sponsored by food producers, a larger representation than that of any other industry.

Tetley Tea Co., which launched first consumer advertising for its dehydrated Soup-Mix on the BLUE in November, has indicated expansion of its current schedule in view of increased sales and its confidence in the future of dehydrated products. Produced in six flavors, the Soup-Mix is promoted thrice-weekly on Isabel Manning Hewson's *Morning Market Basket.*

The same program on the BLUE is used by C. F. Mueller Co. for its macaroni on a thrice-weekly basis, a schedule to be continued indefinitely. Agency for both accounts is Duane Jones Co., New York.

New Kellogg Account

The BLUE adds another advertiser to its food accounts Jan. 4 when Kellogg Co. promotes Pep on 13 Pacific stations five times weekly on *Breakfast at Sardi's.* Agency is Kenyon & Eckhardt, New York. Williamson Candy Co., in November, renewed *Famous Jury Trials* on 64 BLUE stations for 52 weeks. Show is for Oh Henry candy bars and is handled by Aubrey, Moore & Wallace, Chicago.

Swift & Co., sponsor of a segment of the BLUE's *Breakfast Club* for more than a year, paid tribute to the program's pulling power on Nov. 3 when it increased its quarter-hour participations thrice-weekly on 87 stations to five days weekly on 143 stations. J. Walter Thompson Co., Chicago, handles the account.

Another J. Walter Thompson account contributing to the BLUE's food industry group in 1942 was Libby, McNeill & Libby, using the entire BLUE network Oct. 19 for a special one-time broadcast dramatizing its forthcoming advertising campaign. Introducing a different idea of consumer relations, the food processing company invited consumers, as well as Libby salesmen and dealers to a "sales meeting of the air."

Quaker Oats Co., Chicago, will take over *Terry & the Pirates,* quarter-hour children's program, effective Feb. 1. The series, based on the comic strip syndicated in 200 newspapers, has been heard on the BLUE since Jan. 4, five times weekly, 6-6:15 p.m., and will continue at that time when Quaker Oats sponsors it for Puffed Wheat and Puffed Rice Sparkies.

The program is written for radio by Al Barker, who has written such children's shows as *Don Winslow of the Navy* and *Orphan Annie.* It will be heard on 143 BLUE stations, largest network yet employed by Quaker Oats during its many years of network and spot radio. Agency is Sherman & Marquette, Chicago. *Terry & the Pirates* is not new to radio listeners, having been sponsored in the past via transcription by Libby, McNeill & Libby, and on NBC by Bowey's Inc. for Dari-Rich.

Other food accounts on the BLUE at the start of this year are Cream of Wheat Corp., General Mills, Hecker Products, A. S. Boyle Co., Calavo Growers of California, Fisher Flouring Mills Co., Langendorf Bakeries, Coca Cola Co., Wonder Co., Northwestern Yeast Co., Skinner & Eddy Corp., Washington Cooperative Egg & Poultry Assn., and Wilson Milk Co.

REPRESENTING TWO branches of the fighting forces are these former employees of WGN, Chicago, as they pose before the station's new service flag. Lt. Com. Carl Meyers (left), formerly chief engineer, is stationed with the Navy in Washington. Private Bob Venable, formerly staff announcer, is attached to Camp Grant, Ill.

Coca Cola Plaque

COCA COLA Co., Atlanta, sponsor of *Victory Parade of Spotlight Bands* on the BLUE, received a silver plaque during a recent broadcast, from *Movie-Radio Guide* for "outstanding contribution to the morale of the men in the United States armed forces." Award was presented by Harry Hayden, general manager of the Guide Magazines, to Felix Coste, vice-president of Coca Cola Co. The tribute followed shortly after Coca Cola's nine-hour Christmas Day program for service men, originating from 42 camps throughout the country, and aired on the full BLUE network.

BRITISH COLUMBIA LAND OF OPPORTUNITY

Covering 70% of B.C.'s Population

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1

KRUEGER ACQUIRES REGIONAL HOOKUP

EXPANDING its radio advertising from a local to a regional basis, G. Krueger Brewing Co., Newark, will discontinue *Go Get It*, audience participation program, on WOR, New York, and on Feb. 3, starts a radio adaptation of Michael Arlen's short story "The Gay Falcon", Wednesday, 7:30-8 p.m. on seven or eight NBC stations in New England.

Writers for the new series are Gene Wang, scripter of *The Thin Man* on CBS; and Harry Hermann, author of *Mr. and Mrs. North* on NBC. Chief character of the story on which the program is based has been featured since 1941 in a series of RKO films, "The Gay Falcon".

Krueger is discontinuing *Go Get It* at the conclusion of a year's contract which has been entirely satisfactory, according to a spokesman for Compton Adv., New York, agency in charge. Firm used a regional hook-up several years ago, with a news program on the Yankee Network. New sponsor for *Go Get It* has not been revealed.

Lindow Made PRO

LT. LESTER W. LINDOW, of Milwaukee, has been appointed public relations officer at Camp Wolters, Texas, succeeding Capt. H. D. Kight, whom he had assisted for six months. In civilian life Lt. Lindow had been active in radio and newspaper work for nine years, serving as manager of WFBM, Indianapolis, assistant manager of WCAE, Pittsburgh, and at one time was associated with Hearst newspapers in New York City. Before assuming public relations duties with the Army he had been assigned to a radio specialist training company at Camp Wolters.

Maj. Borrett's Book

STORIES and legends Sunday afternoons over CHNS, Halifax, Nova Scotia, are compiled in a book titled *Tales Told Under the Old Town Clock* just published by Imperial Publishing Co. Ltd., Halifax. The narrator and the author of the book is Maj. William Borrett, CHNS manager. Actual continuities of 25 broadcasts are used to put in permanent form the historical tales of Canada's "most storied province." Proceeds from the sale of the first 300 copies are to go to the Queen's Fund for Air Raid Victims in Great Britain.

Resinol in New York

RESINOL CHEMICAL Co., Baltimore, makers of Resinol soap and ointment, using radio for the first time in New York, has started participations in *Pegeen Prefers*, six-weekly program of consumer news heard on WOR, New York, 8:30 a.m. Contract is for 52 weeks. Agency is Cortland D. Ferguson, Baltimore. Series now has eight sponsors.

Zwieback Test

DUTCH TEA RUSK Co., Grand Rapids (zwieback) through Roche, Williams & Cunnyngham, Chicago is testing radio in the Milwaukee market with transcribed musical harmonica announcements five days daily on WEMP. If successful, test will be expanded to other markets. Phil Stewart is account executive.

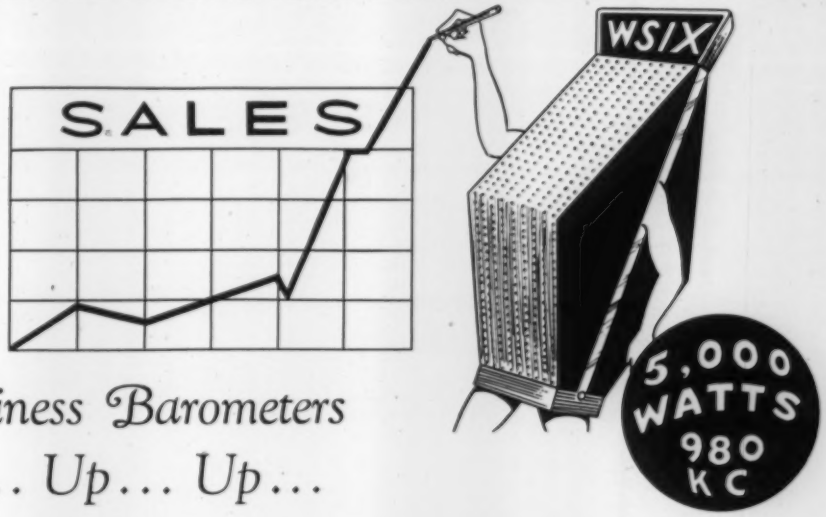
COORDINATING EFFORTS of radio for Victory were stressed by these IV Fighter Command officers; NBC executives and personnel of the weekly *Eyes Aloft* program on that network, during a recent Hollywood conference. Presented under auspices of the IV Fighter Command, half-hour program is designed to maintain morale of Pacific Coast volunteer observers and workers. Coordination discussers are (l to r), Gayne Whitman, narrator on *Eyes Aloft;* Brig. Gen. William E. Kepner, commanding general of IV Fighter Command; Lt. Col. John C. Gray; Col. Carl Wallie; Lewis Frost, assistant to Sidney N. Strotz; John W. Swallow, western division program director; Robert L. Redd, writer-producer; Capt. Fred Barriger, Capt. Gomer Lewis.

Quaker Serial

QUAKER OATS Co., Chicago (Sparkies) on Feb. 1 will start sponsorship of *Terry & the Pirates* on 139 BLUE stations, 6-6:15 p.m. with repeats at 7 and 8 p.m. Program will start on a sustaining basis Jan. 4 replacing *Don Winslow of the Navy*, which was discontinued on Jan. 1 by General Foods Corp., New York (Post Toasties) thru Benton & Bowles, New York. Sherman & Marquette, Chicago, is the agency, newly appointed, for Sparkies.

Sunkist Slices

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist oranges, lemons), revising its 1943 advertising schedule, with broadcast of Feb. 2 will cut the thrice-weekly quarter-hour serial, *Today at the Duncans*, on 46 CBS stations to once per week, Friday, 6:15-6:30 p.m. (EWT). Foote, Cone & Belding, Los Angeles, is agency.



Business Barometers Up... Up... Up...

Bank clearings up 16.5 per cent . . . debits up 20.3 per cent . . . business in most all lines running this much or better ahead of the year before . . . figures like these give an idea of how business in Nashville is on a permanent boom.

There's no secret about how to reach this market. WSIX gives you the coverage.

Member Station

The Blue Network and Mutual Broadcasting System

SPOT SALES, INC., National Representative

5000 WATTS **WSIX** **980 KILOCYCLES**

"The Voice of Nashville"

NASHVILLE, TENN.

Succeeds Connor

MRS. ETHEL BELL, well-known in West Coast broadcasting, has been appointed radio coordinator of the Southern California Broadcasters Assn., according to Lawrence W. McDowell, association president and commercial manager of KFOX, Long Beach, Cal. Headquartered in Los Angeles she succeeds Richard F. Connor who resigned in early December to become chief of station relations, Radio Bureau, Office of War Information. Mrs. Bell joined the SCBA in February, 1942, as assistant to Mr. Connor. She continues as assistant radio coordinator of the Pacific Coast War Emergency Broadcast Plan set up by Mr. Connor under supervision of the IV Fighter Command in early 1942. She is the wife of Howard Bell, program director of KPAS.

Pinch From Shortage of Discs To Be Felt Soon, King Claims

Backlog of Transcriptions Is About Exhausted, He Says, Pointing to Troubles Ahead

WHAT IS the future of recorded music in case the Petrillo-dictated ban on AFM musicians continues.

That was the question posed by broadcasters and transcribers on the eve of the Senate inquiry into Petrillo's bans and edicts, which gets under way Tuesday, Jan. 12.

In the more than five months that have elapsed since the Petrillo ban on transcriptions and recordings became effective, the full force of the production stoppage has not been felt, even though new popular tunes in recorded form have not been available. Transcribers had built up a sufficient backlog of recordings to absorb minimum requirements during that period.

Gerald King, Hollywood partner of Standard Radio, who has acted as spokesman for independent transcribers, asserted last week that prior to the Aug. 1 ban, recordings were made of a sufficient number of the entire present hit list to get by. How stations and other users of recorded music will feel when none of the top tunes will be available in recorded form some 60 days hence is quite another matter, he said. New music will be published and played over the networks so that the publishers get their performance credits, he pointed out, because until recently recorded music did not count in the performance ratings anyway.

Nets Not Seriously Hit

After talking to many broadcasters at the NAB district meetings—which wound up Dec. 10—on the music problem, Mr. King reported that because of the greater interest in war and manpower problems, the music issue became secondary and was taken up when many broadcasters had left or were tired.

The problem, according to Mr. King, is essentially that of the independent station rather than the network, which he said has little to lose in a controversy over recorded music with the exception of some spot business and the effect, in the case of NBC, upon Thesaurus. And he poses the question: "In the long run has not recorded programming been a competitor of network broadcasting?"

The primary interest of the networks, Mr. King points out, is maintenance of their network schedules. Consequently, he said, it is only logical and evident that they should seek to avoid any quarrel with AFM, through moves that might entail use of non-AFM musicians or perhaps musicians identified with CIO. A dispute with AFM might result in strike or secondary boycotts, it has been pointed out.

Looking toward the immediate future, Mr. King said most of the backlog of recorded music already is in the hands of stations. Some transcription companies, and in several instances phonograph recorders, have recorded chorus groups a capella, or without instrumental accompaniment. Some music, he said, lends itself admirably to such groups, but in the field of popular music, which surveys show uses up at least 60% of the time devoted to music on the air, it is difficult to make satisfactory renditions. So-called "bounce" tunes do not lend themselves to vocal treatment of this sort.

Consequently, Mr. King said, lack of suitable groups for popular tunes is bound to prove a restrictive influence on music. As NAB President Neville Miller has pointed out, it is just as restrictive on patriotic music, as evidenced by the fact that not a single worthwhile patriotic song has been published since the ban Aug. 1.

While transcribers have the privilege of recording music outside the United States and Canada, Mr. King pointed out that much of this recording always has been done, but most of it has emanated from points where it is not now possible to record because of the war. England, Italy, Germany and Austria were the main sources of imported music before the war, with Latin America contributing only typical music.

Even if music other than that could be recorded outside the United States, he reported the cost is very high and few studios and mechanical setups are available for high quality transcriptions. Moreover, he said, musician's unions in some South and Central American countries, anticipating a windfall, have increased their rates by as much as 100% and by restrictions on the use of conductors. While possible supply of instrumental music from these countries is not bright, he predicted much of it would begin flowing from

SINGIN' THE BLUES ABOUT CERULEAN (Ky.)?

Don't feel gray if mileage rationing is keeping your salesmen from calling on a lot of little towns like Cerulean (Ky.). They can still do a whopping big business in the Louisville Trading Area—which, after all, has 35.5% *more* buying power than the rest of Kentucky *combined!* . . . If that gives you a rosy-hued thought, here's another: WAVE covers the entire Louisville Trading Area *at lowest cost*—delivers *listeners* because it's the only Red station for 100 miles around! See what a spectrum we're offering?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

KDKA

them if the current situation continues for many months.

A third possible outcome, according to Mr. King, is the use of non-AFM musicians. Pointing out that CIO has a musicians' union in New York, Mr. King declared a survey made by one of the transcription companies indicated 99% of stations interviewed had no objection to use of non-AFM musicians. Many of them demanded music of this character as an invitation for Mr. Petrillo to do his worst.

However, the industry heads as a whole, he declared, have felt it unwise to use non-AFM music, although no one has yet given any adequate reason why CIO unions could not be used without the stigma of "scab". While transcription companies have delivered their regular releases to stations for the half-year since the ban became effective, due largely to recordings made in advance of that date, Mr. King emphasized this backlog is practically exhausted.

All transcribers have experimented with vocal groups without instrumental accompaniment, he said. Some of these results have been good, but on popular tunes "we cannot hope to equal Bob Crosby's band with four kazoos and an ocharina. He pointed out that ocharina players, in fact, are on the union list in Los Angeles.

Trouble Ahead

In the case of Standard Radio, Mr. King announced that his company had just recorded the famous Don Cossack Chorus, one of the world's outstanding male vocal groups. He predicted the vocal sections of the transcription libraries generally will be greatly enriched.

"But in a month or so, if the present situation continues, stations will find their library releases cut and popular tune renditions only by non-instrumental groups," he declared.

"Up to this time, no one has felt the pinch; the top tunes of the most played numbers were all recorded in some fashion before Aug. 1. We recorded *White Christmas* in June, as an example of why this pinch has not yet been felt.

"Those of us who attended the NAB district meetings just concluded feel that we have the support and goodwill of the broadcasters, who recognize the fact that the fight is theirs with the transcription companies being the gun which Mr. Petrillo and the AFM are holding to their heads. We are going along, therefore, secure in our belief and desire to do our best and with the knowledge that radio can and will solve this problem, perhaps not to Mr. Petrillo's liking but to the best interests of the American public in wartime."

Barney's Big Slate

BARNEY'S, New York men's clothing store, has signed for six quarter-hour news periods, six 10-minute musical programs, and 35 announcements weekly on WMCA, New York. Barney's recently completed a cycle of 12 news periods weekly on WMCA. With the new contract, firm now uses a total of 1,450 announcements, 654 quarter-hour periods, 722 ten-minute periods, and 32 half-hour programs on seven stations in the New York area: WNEW WMCA WAAT WOV WINS WLIB WHOM. Agency is Emil Mogul Co., New York.

NEW SALES MANAGER of Radio Programas de Mexico, S. A., is Juan M. Duran Casahonda (right), well-known advertising man, who will assist Clemente Serna Mertinez, general manager of the organization. With headquarters in Mexico City, the network serves Mexico through 65 stations.

WHEN President Roosevelt addressed the newly assembled Congress Jan. 7, his speech was broadcast by Mutual, NBC, the BLUE and CBS, as well as independent stations.

Two New Partnerships Formed From Law Firm

DISSOLUTION of the New York law firm of Rosenberg, Goldmark & Colin and formation of two new separate partnerships was announced in New York last week. Godfrey Goldmark, Ralph F. Colin and Sydney M. Kaye, members of the original firm, are partners in the new firm of Goldmark, Colin & Kaye. James N. Rosenberg continues as counsel to the firm. Other members of the firm are Walter J. Petschek and Max Freund. The firm will continue at 165 Broadway.

Formation of the firm of Bergerman & Hourwich simultaneously was announced, with offices at 14 Wall St. Members of the firm are George Kennan Hourwich, Milton M. Bergerman and Herman Jervis.

FRANK WOODRUFF, formerly producer of J. Walter Thompson Co., Hollywood, is directing production of the Universal film, "Cowboy From Manhattan", which features Frances Langford and Robert Page.

We don't hit PUMPKIN CENTER

WATL ATLANTA MBS

Represented by SPOT SALES Inc.

Again KSD IS FIRST IN FIRSTS in ST. LOUIS

The latest report of Crossley Co-operative Analysis of Broadcasting lists the ten most popular radio programs in the order of their listener preference.

8 OF THE FIRST 10

Top-ranking popular programs are heard in St. Louis over Station KSD

10 MOST POPULAR PROGRAMS
★ Fibber McGee and Molly
★ Jack Benny
★ McCarthy-Bergen
★ Bob Hope
CBS Radio Theater
★ The Aldrich Family
★ Bing Crosby
★ Fanny Brice and Frank Morgan
★ Red Skelton
Walter Winchell
★ ON KSD

KSD has carried the NBC programs leading in "Firsts" since 1935 in Nation-wide Star-program popularity polls.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

XUM

Special Peabody Award Group To Scan Entries for Judges

Preliminary Digest to Be Ready for Final Study By Advisory Board in New York on Jan. 15

ENTRIES for the George Foster Peabody Radio Awards will be reviewed by a special University of Georgia faculty committee, according to Dean John E. Drewry of the Henry W. Grady School of Journalism, which in conjunction with the NAB administers these awards. The committee's report will be considered by the advisory board in New York Jan. 15. The board makes final selections.

Committee members are: Tyus Butler, journalism, chairman; Hugh Hodgson, music; Carolyn Vance, radio and speech; L. M. Ballew, drama; B. O. Williams, sociology; and Warren Jones, journalism, clerk.

The board report is to be ready by March. Members of this board are: Bruce Barton, BBDO, New York; John H. Benson, AAAA, New York; Dr. Ralph Casey, U of Minnesota; Jonathan Daniels, *Raleigh News & Observer;* Mark Ethridge, *Louisville Courier-Journal* and *Times;* Joseph Henry Jackson, *San Francisco Chronicle;* Waldemar Kaempffert, *New York Times;* Alfred A. Knopf, publisher, New York; Mrs. Beatrice Sawyer Rossell, Chicago; Dr. I. Keith Tyler, Ohio State U; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody; Edward Weeks, *Atlantic Monthly,* Boston; S. V. Sanford, Chancellor, University System of Georgia; Earl J. Glade, chairman, NAB Code Compliance Committee.

Entries for 1942 are more numerous and more varied than in former years, according to Dean Drewry. Response from small stations has been greater and more nominations have come from outside groups such as schools, colleges, and listener groups. Although several network programs have been entered by outsiders, NBC, CBS and BLUE did not submit individual entries. Dr. James R. Angell, public service counsellor of NBC, Douglas Coulter, director of broadcasts of CBS and Dr. H. B. Summers, manager of public service of the BLUE, explained they would be glad to supply data on any programs in which the Peabody board is interested.

The CBS 1941 presentation required "more than 1,000 man-hours of thinking, planning, and production," Mr. Coulter wrote. "Even if we could take the time, it would be grossly out of character to sidetrack our war work and give right-of-way to a prize-seeking presentation." The CBS official, however, lists twenty CBS programs which he said "merit the attention of the judges".

NBC, CBS and BLUE programs will be considered, according to Dean Drewry, under a board regulation which reads: "The board in its selections will not necessarily be restricted to entries, but may on its own initiative select a program or a station for an award."

Six Types of Awards

The Peabody awards last year went primarily to programs. The year before stations and networks were recognized. For 1942, both programs and stations are to be cited.

As originally set up, the Peabody awards were designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry and to "perpetuate the memory of George Foster Peabody, benefactor and life trustee of the U of Georgia, and friend of educational progress everywhere."

This year the awards will be made in at least six categories: 1. That program or series of programs inaugurated and broadcast during 1942 by a regional station which made an outstanding contribution to the welfare of the community the station serves. 2. That program or series of programs inaugurated and broadcast during 1942 by a local station which made an outstanding contribution to the welfare of the community the station serves. 3. Outstanding reporting of the news. 4. Outstanding entertainment in drama. 5. Outstanding entertainment in music. 6. Outstanding educational program. The awards under reporting, drama, music and education may go to either a station or a network program.

Right Medium

WHEN shortages of stenographic help occurred lately in the offices of WKRC, Cincinnati, General Manager Ken Church decided to use his own medium in securing replacement. One day's announcements provided an over-supply of available girls, war widows who would not generally be reading the help wanted columns.

Everyone knows that Rushmore Memorial is in South Dakota's beautiful Black Hills . . . 325 miles from Bismarck. But in terms of listening habits and sales results, it's in Bismarck's front yard!

No other station covers the wealthy Black Hills market, as does KFYR . . . in fact, KFYR is DOMINANT in dozens of similarly rich markets in the Great Northwest.

May we show the proof? . . . there's plenty of it.

Ask any John Blair man.

KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Purely PROGRAMS

LEADERS in the allied cause will contribute their views on war and peace aims in a Sunday feature scheduled to start on BLUE Feb. 14 under direction of Arch Oboler. Statements especially requested from high ranking figures, such as Wendell Willkie, General DeGaulle and General MacArthur, who have already responded to the idea, will be dramatized by various members of the Screen Writers and Radio Writers Guild, and presented under the title *Free World Theatre*, in the 6:05-6:30 p.m. period on the BLUE.

President Roosevelt, Winston Churchill, and Josef Stalin are among those who have already been contacted. Idea for the series originated with the OWI and was suggested to Oboler at the conclusion of his recent BLUE series, *To the President*.

* * *

For Graveyard Shifters

TO REACH the thousands of San Francisco bay district war plant workers on their 3 a.m. "lunch period" during the graveyard shift, the new quarter-hour six-weekly *Graveyard Gaieties* is on KGO, San Francisco. The program is sponsored by Roos Bros. clothing store chain. Arrangements have been made in several war plants to pipe the program over the plant public address systems. The commercial announcements are short and institutional in type. Lord & Thomas is the agency handling the account.

* * *

State Legislature Reports

FOR the fourth consecutive year, and as a public service, CBS on Jan. 4 began a series of five-weekly quarter-hour reports on progress of the 55th session of the California State Legislature, meeting in Sacramento. Released to California CBS stations, the programs emanate from the State Capitol through facilities of KROY, Sacramento. First four minutes of the daily broadcasts features world-wide news and originates from KNX, Hollywood, under supervision of Fox Case, Western division public relations director of the network.

Regional Farm News

MERTON V. EMMERT, who on Jan. 1 joined NBC as farm program director of WEAF, New York outlet of the network [BROADCASTING, Dec. 28], started a five-weekly series at 6:30 a.m. on WEAF Jan. 4 under the title of *The Modern Farmer*. According to C. L. Menser, NBC vice-president in charge of programs, this series by Mr. Emmert "is the first step in the development of a general plan for making NBC's farm presentation on a regional network plan. Using the program as a model, we hope eventually to organize four regional farm programs for regional networks in the four time zones."

* * *

Birthday Party

TO CELEBRATE the second anniversary of its weekly transatlantic program, *Answering You*, the BBC presented a special broadcast on Jan. 8 from a cocktail party at the Waldorf-Astoria, New York, with Elsa Maxwell as hostess and Peter Donald as m.c. Prominent speakers, who were heard during the past year, spoke from both sides of the Atlantic during the birthday program. Series is normally heard Sundays, 5:30-6 p.m. (EWT) and is broadcast locally in New York on WNYC, municipal station.

* * *

Women's Role

MOBILIZATION of women for war work is discussed by guests on Saturday afternoon half-hour program, *Women in the War*, on WJJD, Chicago. Series, conducted by American Women's Voluntary Service, is produced and directed by W. Ward Dorrell, radio director of Henri, Hurst & McDonald, Chicago, who is voluntarily serving as radio director of the AWVS.

* * *

By Students

QUARTER - HOUR Saturday morning program on WJWC, Chicago titled *Kid Commentator* is completely written, directed and presented by high school students. News of teachers, schools and activities is discussed by the student participants and student aid in the war effort is stressed.

● To reach Southern California, most rapidly growing market in the West, use KMPC, most powerful independent in the West. Maximum coverage at lowest cost!

KMPC

LOS ANGELES ★ 710 KC

50,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR DETROIT AND WGAR CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

She earns $59.28 a week
She shops in Norfolk
She listens to WTAR

(and there are thousands more like her in the Norfolk Market)

More than 1,038,720 people now live and work and *buy* in the Norfolk Metropolitan Market. Thousands of these folks are highly paid war production workers, many of whom are earning and *spending* more than they ever dreamed of before.

For nearly twenty years folks in Norfolk, Portsmouth and Newport News have been depending on Station WTAR for their news and entertainment. New-comers quickly learn that WTAR brings them *more* of the Nation's favorite programs *than all the other stations in this area combined.*

Foods, drugs, cosmetics, household products—in fact *anything* that folks need and want will "sell like hot-cakes" when you tell your story on WTAR. Contact Edward Petry & Co. or write to us for complete information.

5,000 WATTS DAY AND NIGHT ★ NBC RED NETWORK

WTAR NORFOLK VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

Deacon Ruetz

IT'S Deacon now! J. Franklin Ruetz, announcer of WELI, New Haven, was ordained Dec. 29 in the Episcopal Church and now will serve as assistant in the Christ Church, West Haven, until March 15, when his studies at Berkeley Divinity School, Yale U, will be completed. Until then he will continue his announcing duties at WELI in addition to his religious responsibilities. Before joining WELI, Deacon Ruetz was an announcer at WACO, Waco, and KNOW, Austin.

Planters Adds News

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on Jan. 19 starts sponsoring Harry W. Flannery, news analyst, on 7 CBS Pacific Coast stations (KNX KARM KROY KGDM KQW KOIN KIRO) Tuesday, Thursday, 5:30-5:45 p.m. (PWT). Contract is for 52 weeks. Firm on Jan. 10 started for 52 weeks sponsoring William Winter, news analyst on 11 CBS Western stations, Sunday, 5:30-5:45 p.m. (PWT). Planters Edible Oil Co., San Francisco (peanut oil), also sponsors William Winter on 7 CBS Pacific Coast stations, Monday through Friday, 12:30-12:45 p.m. (PWT). Agency is Raymond R. Morgan Co., Hollywood.

AT THE ANNUAL CONFAB of the sales staff of WGN, Chicag (Prof.) Bill McGuineas (center, seated), WGN sales manager, giv the boys a few pointers on the art of selling. They are (l to r), Jose Speyer, George Dietrich, New York office; James Anderson (on tabl Norman Boggs, manager New York office; Mr. McGuineas, Reed Mye Ben Berentson, promotion; George Harvey, Charles Coffin, Charles Gat

Announcing

5000 WATTS

Day and Night

on

680 Kc.

KFEQ

St. Joseph, Mo.*

Twenty years of broadcasting service to responsive audiences in Northern Missouri, Southern Iowa, Southeastern Nebraska and Northeastern Kansas. (KFEQ's original license was granted Feb. 16, 1923)

National Representatives

Headley-Reed Co.

New York Chicago
Atlanta Detroit
San Francisco

BLUE NETWORK AFFILIATE

Blue STATION

* Population, Metropolitan District 86,991. U. S. Dept. of Commerce, Bureau of Census, Series P-H-1 No. 39.

Paper Reduction Ordered by WPB

Newspapers, Magazines to Get 10% Less This Year

PAPER reductions face newspapers and magazines in 1943 as the result of limitation orders governing the use of paper in these media, issued by the War Production Board. Newspapers will be limited to 100% of the amount used to produce net paid circulation in 1941 plus a 3% spoilage allowance and magazines are restricted to 90% of the tonnage used by each publisher during 1942.

The difference in bases for the two media results from the attempts made to be most equitable, it was explained. Whereas newspapers, owing to voluntary restrictions, used less paper in 1942, while magazines used more paper than in 1941. In explaining the selection of 3% for spoilage, W. G. Chandler, director of the printing and publishing division, said this was found to be a satisfactory average for all papers over a period of years.

10% Reduction

Under Limitation Order L-240 governing newspapers, it is estimated by the WPB's printing and publishing division that the effect will be a reduction "approximately 10% in current consumption" for the industry generally but will not mean a 10% reduction to each publisher. Weeklies and small dailies using eight or less pages per issue, amounting to 25 tons or less of print paper during any one quarter, are exempt from this order.

Magazines may in any calendar quarter, the order states, use up to 15% more than the quarterly quota, the excess to be subtracted from the quota of the succeeding calendar quarter.

WPB officials, indicating that this order was not likely to stand for a year, said that there would be at least one revision applied to bo magazines and newspapers and po sibly more. Provision has be made for consideration of indiv dual cases in terms of appeal whe "undue hardships" result.

Reasons for the curtailment we given as lack of production r sulting from shortages in ma power, tires and trucks. Increas military demands for pulp wo made the move advisable in th light of production uncertaintie it was said.

New WE Contract

CONTRACTUAL notice has be given by Western Electric Co., Ne York, of its intention to termina two years hence its license co tracts with motion picture produ ers in the United States operati under Bell System sound recordi patents, the Western Electric sou system, it has been announced T. K. Stevenson, vice-president the company. Scheduled to run t the end of 1954, the new contra a draft of which will soon be pr sented to licensees, will contin to make available Bell System pa ents for sound recording in the m tion picture field and recording fo will be substantially lower.

"... help me win MY Victory ..."

WILL you help this child . . . and thousands like her? Here is another victory we must win . . . the conquest of that dread, crippling disease — Infantile Paralysis! Under the leadership of President Roosevelt, every American can help in the 1943 Fight Against Infantile Paralysis!

The Campaign officially opens on January 15th . . . it concludes with the Celebration of President Roosevelt's Birthday, Saturday, January 30th.

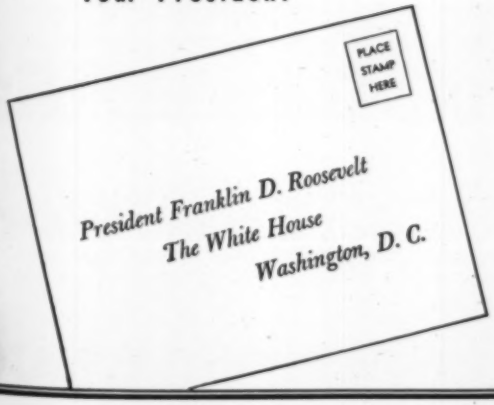
Will you volunteer *your* facilities . . . *your* services? Everyone can help—radio stations, sponsors, advertising agencies, musicians, actors, singers, writers. Many have already joined us but more are needed — everyone should be enrolled in this fight!

Said our President: "The fight against Infantile Paralysis is an essential part of the main struggle in which we are all engaged — a struggle to make this world a better place in which to live."

Join President Roosevelt: Fight Infantile Paralysis!

JOIN the MARCH of DIMES

Send Your Gift to Your President



THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
ANNUAL FUND-RAISING DRIVE
through
THE CELEBRATION OF THE PRESIDENT'S BIRTHDAY
342 Madison Avenue, New York, N. Y.
MUrray Hill 2-9020

BASIL O'CONNOR
President

HOWARD LONDON
Radio Director

WCKY's PUBLIC SER

Playing State and County Fa

More than One Million Pe

wonder at its Magnificenc

XUM

RICE STUDIO PLANE

the only one
of its kind
in the world!

L. B. Wilson

WCKY • CBS

CINCINNATI

FIFTY GRAND IN POWER

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

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Pleasure Listening

THE BAN on pleasure driving invoked last week by OPA because of the critical gasoline situation, perforce adds to radio's ever-growing public service obligation. Listening, already at unequalled levels, will hit new highs.

There will be less movie-going, night-clubbing and partying generally in the 17 Eastern States and in Washington—the most densely populated section of the country. Thus there will be a corresponding increase in listening, early and late.

Broadcasters in these States may find it expedient to revise program schedules somewhat to accommodate this new audience segment. All evening time up to midnight is destined to become the equivalent of Class A time. There will be a corresponding increase in listener reaction, too, but radio, schooled as it is in the changing tempos dictated by the war, is prepared to handle the load.

Caesar's Secret

THE GREAT Petrillo mystery (why he banned transcriptions and recordings) may be cleared up before the week is out. For the Great Petrillo himself is slated to appear before the Senate Interstate Commerce Subcommittee in answer to the Clark Resolution which authorizes a probe into the whole Petrillo-provoked music controversy.

Aside from a few meaningless and futile ejaculations about how "canned music" has caused "unemployment" in musicians' ranks, the AFM head has never explained why he ordered some 34,000 AFM members to quit recording last Aug. 1. He has practically ignored entreaties from the nation's war leaders that the ukases be lifted in the war interest, so our armed forces abroad as well as at home can hear popular music when they want it. He has turned a deaf ear to the plea that the restrictions be relaxed so small broadcasting stations vital to the war effort can continue full program schedules of music. He just hasn't uttered anything beyond his unemployment line, which falls flat with manpower shortage stories in the headlines daily.

Mr. Petrillo gets his opportunity to explain all this and many other things in his Senate Committee testimony. He can tell about standby orchestras which must be hired at public benefit performances, about the banning of amateur orchestras from the air and about unionized platter-turners, at regular professional scales. He can't disclaim knowledge of these as isolated incidents, because he perhaps more than any other union czar controls the operations of his locals from his own front office.

Chairman Clark of the subcommitte is fully aware of the seriousness of the recording ban and its effects upon the public, in and out of uniform. If legislative relief is not forthcoming, he proposes to go to the President with the suggestion that his broad wartime powers be invoked to force a cessation of the recording "strike".

Because recording companies had built up a substantial backlog before the Aug. 1 ban, stations haven't yet felt the real pinch. That is destined to come from now on, however, because the reservoir is about dry. It is significant, too, that no new hits have been developed since the ban became effective; that important bands have been broken up because of reported lack of recording dates, and that union musicians who used to make recordings have lost between $1,000,000 and $2,000,000 in fees. We imagine Mr. Petrillo has the answers.

There's one thing we hope won't happen during the Petrillo hearings, and that's the temptation for committee members to go off on a tangent and inquire into unrelated matters. This hearing, as we understand the resolution, has to do with the arbitrary bans on recorded music performance and their relation to the war effort. It is not an investigation of the FCC, its licensing policy or the sufficiency of the radio law, or the adequacy of the industry. Those matters, if they require legislative attention (and we heartily believe some of them do) should be handled under legislative authorization specifically drawn to cover them.

Jewelry Trade

ODDLY ENOUGH, despite curtailing supplies, the jewelry trade seems to be flourishing in many localities these days. Though some of its stock cannot be replaced and though deliveries of some goods such as watches are dwindling, its short-term business outlook appears good. Last year, according to the *Wall Street Journal*, sales rose to approximately $750,000,000, up $200,000,000 from the best previous year on record.

This is a phenomenon also perceptible in England, where the silversmiths of London, and especially the antique shops, which han metallic gadgets beloved by women, are do a brisk business even after three years of w There money is also plentiful and factor workers and other lower income groups, fa ored by good wages and anti-inflation pri ceilings on nearly all necessities, have fe luxury goods to buy.

Bill Gillespie, operator of KTUL, Tul whose station has been one of the most aggre sive developers of department store accoun reported last week that his local jewelry sto business is in a fair way to offset other loc business losses, though he added that his st tion has not yet felt the diminution of loc business perceptible in so many other are He suggests—and we are glad to pass on th suggestion—that now is the time to cultiva and extend the use of radio by jewelry estab lishments.

Ownership Policy

PURCHASE of the Yankee Network by Ge eral Tire, an important manufacturing enti now engaged in war work, poses an interesti policy question concerning radio ownershi Two members of the FCC—Walker and Du —opposed the granting of the transfer witho hearing of licenses of the Yankee-owned st tions largely because of policy precedent go erning transfer of station ownership to a other industry.

Actually, the transfer constituted no prec dent. Many broadcast stations are owned b companies and individuals engaged in oth business pursuits. The broadcasting industr would not have enjoyed its meteoric develop ment if outside capital had not been attracte to this intriguing but definitely hazardous fiel in its earlier days. Newspapers are abundantl represented in station ownership, although ad mittedly they are much more closely allied i function than the tire business.

We heartily agree that radio can't becom subservient to other fields of endeavor. Becaus of its intimate contact with all the public, it must maintain independent policy of operation. But the real test is not ownership but operat ing practice and experience. General Tire, fo example, could but shouldn't call Yankee th "General Tire Network"—and it probably won't. Yankee was purchased as an invest ment, as we understand it, and its facilities will be open to General Tire and its competitors on the same terms. That is as it should b and must be.

Stations (or networks) can't be used as th private mouthpieces of their owners. There i ample legal precedent for that. Brinkley an Baker and the Rev. Bob Shuler saw their sta tions silenced because they used their micro phones in that way. The same fate finally be fell the late "Hello World" Henderson o Shreveport.

Under existing law, the FCC is not author ized to license networks as such. Moreover, i can't do anything about station ownership s long as the proposed owners are citizens o good reputation and are financially responsible. It's up to Congress to establish any other policy.

In the final analysis, there's no problem a all so long as the privilege of licensed opera tion is not abused. Should that happen, there are adequate remedies under the existing statutes and court precedents.

We Pay Our Respects To —

JOHN HASKELL MacDONALD

MEET NBC's newest vice-president, John Haskell MacDonald. Elected by the board of directors at its meeting last Dec. 4, the vice-presidency was conferred in recognition of his many contributions to the financial and administrative problems of the network.

Although able to make a bunch of statistics sit up and say "Uncle", Mr. MacDonald has no love of figures for their own sake.

"Figures," he said, "are valuable only when they give management information which enables it to operate its business more effectively. That means, at NBC, that those who prepare the budgets and operating statements for the various departments must know enough about the operations of those departments to make the figures easily translatable into terms of programs, sales, promotion, engineering and other network activities."

In addition to his financial responsibilities, Mr. MacDonald also is supervisory head of the company's personnel relations, representing NBC in its dealings with unions and directing its policies with regard to its unorganized employes. He had a hand in the development of the salary rate schedule which, after a year of research, has just been put into operation, constituting a major step toward putting NBC's personnel relations on a scientific basis.

To his host of friends in all ranks of the industry, Mr. MacDonald's outstanding characteristic is the unusual warmth of his personality. His close associates, however, probably would name as his chief asset his ability to cut, without hesitation, through the verbal trappings of an argument to its essential truth or error. It is probably the combination of the two qualities which has enabled him, a comparative newcomer to NBC, to crash the ranks of its vice-presidential hierarchy with such celerity.

Mr. MacDonald hails from Brunswick, Maine, where he was born Sept. 1, 1896. At 46, he can look back on two decades of broad and diversified experience which began when he was graduated from New York U's School of Business Administration in 1922. His degree of bachelor of commercial science was followed a year later with a master's degree. Thereafter for four years he pursued academic work as a member of the NYU faculty. When he forsook that field he held an assistant professorship in the School of Commerce.

In the half dozen years which followed, Mr. MacDonald was associated successively with McGraw-Hill Publishing Co. as office and personnel manager, and with A. I. Namm & Sons and Walker & Heisler Inc., as controller.

His first-hand knowledge of radio dates from 1932 when he joined Trade Ways, an organization formed to study business problems and management. In the three years which followed, he was buried deep in research and the preparation of reports pertaining to the affairs of NBC, one of the firm's clients. His work led to an offer from NBC to install a cost accounting system based on surveys he had made while with Trade Ways. The system was duly put in operation and Mr. MacDonald thereupon was made NBC budget officer. Three years later he was assigned to the Radio-Recording Division as business manager.

The proposed separation of the Red and Blue networks a year ago presented many complex problems and Mr. MacDonald was moved up to the executive floor in Radio City to assist the NBC management in their solution. The value of his work was speedily recognized, and he became right-hand man to Frank E. Mullen, vice-president and general manager.

In the recently announced organizational realignment of NBC, Mr. MacDonald became financial officer, now carrying with it the title of vice-president.

While acquiring one office after another, he has found time to write three authoritative volumes on his favorite subjects, *Office Management*, *Practical Budget Procedure* and *Controllership—Its Functions and Technique*.

Since leaving the NYU faculty, Mr. MacDonald has been active in the affairs of the Controllers' Institute of America. He was president of the institute's New York Control in 1938, a member of the National Board of Directors 1940-1942, and vice-president and chairman of its executive committee in 1941-1942. He is a member of Delta Sigma Pi, a national professional fraternity.

Mr. MacDonald married the former Victoria Zukowsky, and is the father of two daughters, Jeanette, 20, and Helene, 14. Jeanette is a student at Wellesley College, while Helene attends Northfield Seminary. He lives in Pelham, N. Y., and spends his summer vacations at Lake George. For recreation, the new NBC vice-president plays golf and bridge.

Personal NOTES

ROY HARLOW, former assistant to John Shepard 3d, president of the Yankee Network, is now State organization officer for the Massachusetts Office of Price Administration, in charge of the 351 rationing boards in the State.

HENRI C. BOHLE, assistant vice-president of International Standard Electric Corp., has been elected a vice-president. He was formerly in charge of the company's French and Italian subsidiaries.

K. L. YOURD, CBS Washington attorney, is the father of a daughter.

W. McGREGOR PARKER, sales promotion director of WBT, Charlotte, has been elected president of the Charlotte Junior Chamber of Commerce, after serving on the board of directors.

LEO S. KEEGAN, former time salesman of WNBC, Hartford, is now stationed at Ft. Slocum, N. Y.

FRANK L. SHEEHAN Jr., former account executive of KOMO-KJR, Seattle, has enlisted in the Navy as a Petty Officer (first class), and is stationed at the San Diego Naval Training Base. Spencer C. Green, former publicity director, has been appointed lieutenant in the aviation branch of the Naval Reserve and reported Jan. 2 at Ohio State U for training.

LES BIEDERMAN, manager of WTCM, Traverse City, Mich., has joined the Operational Research Group in the Directorate of Planning of the Office of the Chief Signal Officers of the Army. Drew McClay replaces him during his leave of absence.

LYMAN BRYSON, CBS director of education, will deliver the mid-winter commencement address at his alma mater, U of Michigan, Jan. 23.

DR. H. A. JONES, manager of sales of GE electronic tubes for nonradio applications, has been commissioned a lieutenant colonel in the Signal Corps, and is attached to the research and development section located in the War Department's Pentagon Building, Arlington, Va.

HARRY MAIZLISH, general manager of KFWB, Hollywood, is in New York conferring with national advertisers and agency executives.

FRED C. SELZER Jr., formerly of the A. C. Nielsen Co., New York, research firm, has been appointed western division coordinator of spot and local sales for NBC, replacing Norman Noyes, who has joined the Army.

A. M. MacLENNAN, advertising manager of IT&T, New York, previously with N. W. Ayer & Son, Philadelphia, has been appointed assistant vice-president and will also continue his duties as advertising manager.

DONALD E. INMAN, coordinator for the Cedar Rapids studios of WMT, has been transferred to the Waterloo studios of WMT to act in the same capacity. His Cedar Rapids duties are being divided between Sumner D. Quarton, station manager, and L. von Linder, production manager. Betty Shimek, who left the Cedar Rapids bookkeeping department of WMT prior to the birth of her daughter a year and a half ago, has rejoined the staff as receptionist.

SIDNEY STROTZ, NBC western division vice-president, following two weeks conference with New York executives, returns to his Hollywood headquarters in mid-January.

EDWIN M. SPENCE, former general manager of WWDC, Washington, and ex-secretary-treasurer of the NAB, and Mrs. Spence, have left Washington to spend the winter in Stewart, Fla. Mrs. Spence is recuperating from a recent serious illness. Their daughter, Anne, is accompanying them.

W. Frank Hipp

W. FRANK HIPP, 53, president of the Liberty Life Insurance Co. of Greenville, S. C., and chief owner of WIS, Columbia, S. C. died in Greenville Jan. 3 after a brief illness. Mr. Hipp owned approximately 40% of the stock of WIS, managed by G. Richard Shafto. He formerly was one of the owners of WCSC, Charleston, but that station was sold last year to its manager, John Rivers. Mr. Hipp organized the Liberty Life Insurance Co. in 1917 and was its first and only president. He was a native of Newberry, S. C. and was a trustee of Newberry College.

McCullough to WIOD

T. O. McCULLOUGH has been named commercial manager of WIOD, Miami, Fla., to replace Steve Vetter, who resigned Jan. 2 to join WFTL, Ft. Lauderdale. Mr. McCullough was a member of the sales department of WSPD, Toledo, from 1939 to April 1942, becoming national sales manager of WAGA, Atlanta, where he remained until joining WIOD.

Ruppel to Marines

LOUIS RUPPEL, who resigned as CBS publicity head last fall to become assistant to the president of Crowell-Collier Publishing Co., will leave that post about the middle of January to enter the Marine Corps.

XUM

KMA Is Tops for Grocery Advertisers

THAT KMA is probably the top sales producer in the No. 1 Farm Market is proved by the case history of the P_____ Company, manufacturers of a new household cleaner. The product is a powder packed in eight-ounce cartons retailing at 25c.

Founded in 1939, the P_____ Company used KMA as its exclusive advertising medium. But in 1941—after only two years—the company did a $60,852 business through 49 jobbers in Iowa, 37 in Nebraska, 16 in Missouri, and 7 in Kansas. And at an advertising cost of only 6½%!

In other words, as a direct result of KMA advertising, 243,408 boxes of the cleaner were sold in retail stores to 14.9% of the families in the KMA primary of 151 counties.

But getting 14.9% distribution among all families in two years is only part of the story. The figures for 1942 (though not completely available yet) represent magnificent increases over 1941 in every way.

Get all the facts. Write today for your copy of the KMA Atlas of Wholesale Grocers. It shows you how to get your share of the $156,044,000 business done by the 7,113 grocers in the prosperous KMA primary. Copies are limited, so write—right now.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

BEHIND the MIKE

THOMAS B. ELVIDGE, formerly assistant office manager, University of Chicago Press, has been appointed head of the continuity editing department of WBBM, Chicago, replacing Bob Hartman, who has joined the Army. George Roosen, former WBBM staff producer, becomes manager of the continuity writing department, succeeding Ward Caille, now with J. Walter Thompson Co., Chicago.

BILL DEAN, former publicity director of WDAY, Fargo, N. D., who joined WIRE, Indianapolis, in the same capacity several months ago, has been promoted to program director.

JOSEPH O. MEYERS, formerly head of the news staff of KSTP, Minneapolis-St. Paul, has joined NBC's department of news and special events as a writer. Meyers has worked on the *Detroit News*, and the *St. Paul Daily News*.

GROVER COBB, announcer of KSAL, Salina, Kan., has entered the Air Corps in the U. S. Naval Reserves. Robert McCrerry, announcer, has reported for duty with the armed forces. Mrs. McCrerry, of the continuity staff, has returned to her home at Hagerstown, Md. Mrs. Letha Ritter of McAllen, Tex., replaces her.

RUTH BERENSTEN has joined the announcing staff of WHAM, Rochester, as Rochester's first woman announcer. Former radio experience includes writing, directing and acting.

HARVEY FRITSCH, of St. Petersburg, Fla., has joined the announcing staff of WJNO, West Palm Beach.

ARTHUR MILLER, Eastern editor of *Movie-Radio Guide*, has joined the magazine section of the CBS publicity department. Miller left *Movie-Radio Guide* to enlist in the Army Air Forces and was subsequently honorably discharged.

GILBERT BRAUN, New York press agent, is up for induction into the Army Jan. 15.

ABE LYMAN, producer of Jewish programs on WBNX, New York, has been named chairman of the Jewish Radio, Press and Stage Committee sponsoring the President's birthday party, to be held at the Central Plaza, New York, Jan. 30, for the benefit of the national infantile paralysis campaign.

PHIL BAKER has recovered from an operation for appendicitis and resumed his duties as quiz master on CBS *Take It Or Leave It*, Jan. 10. During his illness he was replaced by Ralph Edwards and Eddie Cantor.

ALLAN H. KALMUS, for the past several years with Government agencies in Washington as information specialist, has joined WQXR, New York, as publicity director.

W. McGREGOR PARKER, sales promotion and publicity director of WBT, Charlotte, N. C., has been elected president of the Charlotte Junior Chamber of Commerce for 1943.

WALTER HERLIHY, BLUE announcer, is father of a daughter, born Jan. 1. A daughter was also born to Slocum Chapin of the sales staff of WJZ, New York, Dec. 30.

KEN MICHAEL, BLUE producer-director, will be inducted into the Army Jan. 11. Harry Frazee, production manager of the BLUE, left last week for a two-week vacation.

GEORGE TAYLOR, program director of KSAN, San Francisco, was injured in an automobile accident New Year's Eve.

TED LENZ, newscaster of KSAN, San Francisco, entered the Merchant Marine officers' training school Jan. 4.

LOUIS SCALES, writer of KFRC, San Francisco, has been inducted into the army.

MARIE KEENAN, formerly of Richard R. Smith & Assoc., Chicago, has joined the press staff of WGN, Chicago.

FRED PARSONS, announcer of WSB, Atlanta, has joined the U. S. Maritime Service and is stationed at Sheepshead Bay, N. Y., for training.

CHARLES J. BRAS, assistant program manager of KOMO-KJR, Seattle, has been inducted into the Army and is stationed at Ft. Lewis, Wash. Dorothy Lee, formerly traffic manager of KPQ, Wenatchee, replaces him. Fred Patterson, assistant program manager, is the father of a boy.

WABC Staff Changes

BECAUSE of "the enlarged business and increased production needs of WABC, New York," the station's staff has been expanded, it has been announced by Arthur Hull Hayes, general manager of the CBS New York City outlet. C. R. Swift, formerly in charge of operations in the WABC program department, has been appointed an account executive. Replacing him is Gordon Graham, an assistant director. Paul Mowrey, of the CBS television staff, has been named an assistant in the WABC program department, and John Tormey, formerly of *Esquire* and WFAS, White Plains, N. Y., joins WABC sales as an account executive.

Muffs for O'Brien

HOWARD VINCENT O'BRIEN, *Chicago Daily News* columnist, recently complained in print that his happy household was being ruined by the 6 a.m. radio appearance of Paul Gibson and the *Housewives Protective League* on WBBM, Chicago, since Mrs. O'Brien is an avid admirer of the early-morning philosopher. To appease the ruffled nerves of Mr. O'Brien, Mr. Gibson sent him a pair of elaborate ear muffs and supplementary deafening devices to insure slumber until 7:30 a.m.

GEORGE STALLMAN, new to radio, has joined the announcing staff of WSBA, York, Pa.

GROVER COBB, former announcer of KSAL, Salina, Kans., has entered the Naval Reserve Air Corps.

GUY SAVAGE, formerly of WGN, Chicago, has joined the *Air Edition of the Sun*, sponsored by the *Chicago Sun*, succeeding Michael Connor, now with the Army.

WAUHILLAU LA HAY, radio editor of the *Chicago Sun*, has been appointed amusement editor, succeeding Wolfe Kaufman, resigned. Betty Burns, assistant radio editor, will handle the daily column, but Mr. La Hay will continue to supervise the radio page.

FULTON LEWIS Jr., MBS Washington news commentator, on Jan. 14 will start a two-week lecture tour broadcasting as usual.

DON WAYNE, announcer of WHIO, Dayton, is father of a boy, David Lee, born Dec. 31.

WILLIAM HITCH, formerly of WFLA, Tampa, and WBMI, Macon, has joined the announcing staff of WWJ, Detroit, replacing Hugh Downs, who is now in the Army. Frances Harris, girl reporter in *Nason Dixon* on WWJ for several years, has been made a member of the WWJ newscasting staff.

JOE CONNELLY, Hollywood writer, is collaborating with Joe Bigelow, script writer of J. Walter Thompson Co., on the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands.

CHET HUNTLEY, on the special events staff of CBS Hollywood, has started a thrice-weekly ten-minute news analyst program on Pacific Coast stations of that network.

JOHN DEHNER, announcer-writer, has been promoted to news editor of KMPC, Beverly Hills, Cal. He succeeds William (Archie) Hall, who resigned to join the civilian pilots training division of the CAA. Lamont Johnson, former announcer of KWKW, Pasadena, has joined KMPC.

AGRICULTURAL WEALTH . . . thousands of dollars from newly sold burley tobacco . . . INDUSTRIAL WEALTH . . . thousands of dollars in payrolls from big-time war industries . . . BOTH make the area served by WJHL . . . and WJHL alone . . . one of the richest markets in the South.

1000 WATT · 910 KC · BLUE NET

WJHL
Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

Here's why WBIG gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

GEORGE MATTAR, new to radio, has joined KGFJ, Los Angeles, as announcer.

GEORGE G. SKINNER, announcer of KGFJ, Los Angeles, and Pearl Theresa Maroros, were married in Glendale, Cal., Dec. 23.

JOHN CARLSON, of the publicity staff of WBBM, Chicago, has joined the Army.

EDWARD S. KING, of the NBC Chicago production staff, has joined the Army. Mr. King formerly directed *Vic & Sade* and *Author's Playhouse*.

ROBERT M. FLANIGAN, salesman of the spot and local sales department of NBC Chicago, has joined the Army.

JOY REID Jr. and Trent Christian of the NBC Hollywood maintenance department have been inducted into the Army.

RUSS WIDOE, formerly of WHFC, Cicero, Ill., has joined the announcing staff of WIND, Chicago.

JEROME J. KARPF Jr., former news editor of WINS, New York, is now an Army private, stationed at Fort McClellan, Ala.

BOB MARKS, professionally known as Mark Roberts, former musical director of KFMB, San Diego, recently joined the Navy and is stationed at Alameda, Cal.

PAUL F. BENTON, office manager and auditor of KMO, Tacoma, Wash., is the father of a boy born Dec. 26.

FRANK GILLESPIE, formerly of WNAX, Yankton, S. D., has joined KTAR, Phoenix, as announcer-newscaster.

ELNA ERICKSON of the KOY, Phoenix, news staff, has joined the WAACs. Peggy Brennan, KOY continuity department, has resigned to join her husband in Salt Lake City where he is taking advanced training in the Army Air Forces.

IRVIN S. ATKINS, formerly in the radio department of Dan B. Miner Co., Los Angeles agency, has been appointed writer and business manager of Art Baker, network announcer, newscaster and m.c.

MATT GETTINGS, formerly of WLLH, Lowell, and WBML, Macon, has joined the staff of WPDQ, Jacksonville, as production manager. Bob Truere, former program director of WCNC, Elizabeth City, N. C., has joined the program department.

CHARLES S. MONROE, of the CBS department of program writing, Dec. 31 married Gwynedd Owen, consultant at the Junior League.

GLEN H. WALKER, onetime manager of KFXD, Nampa, Ida., is now an Army aviation cadet at West Coast Air Corps Training Center, Santa Ana, Cal.

CREAN PATTERSON, former announcer of WNBC, Hartford, the first WNBC staffman to be sent overseas, recently arrived at an unnamed foreign port, according to a cable to the studio. Jack Lacy, former chief announcer, has been inducted into the Army and is stationed at Ft. Jackson, S. C. Jack Howard, identified with WNBC variety musical productions, has joined the announcing staff.

RALPH KLEIN, continuity director, WNBC, Hartford, has reported to Fort Devens, Mass., for Army service. Succeeding him is Miss Almina Kodis, of Worcester.

AIDAN FITZPATRICK, formerly of WSM, Nashville, and Don Gordon, Chicago freelancer, have joined the announcing staff of NBC Chicago. Richard Irving, guide, and William Riley, night secretary, have joined the Navy, and Alvin Carver, formerly of the music library, has been inducted into the Army.

GEORGE STALLMAN, new to radio, has joined the announcing staff of WSBA, York, Pa.

'MIKE WOMEN'
Employment Office Commends WBIG Staff Move

APPOINTMENT of two women announcers to the staff of WBIG, Greensboro, N. C., has brought congratulations from the Greensboro office, U. S. Employment Service.

In a letter to Maj. Edney Ridge, WBIG general manager, Waldo Porter, head of the Greensboro employment office, wrote:

"I have noticed recently the addition of two lady announcers to your staff. I want to congratulate you on this move, as I think it good business on your part. The time is fast approaching when women are going to replace men in many occupations, and it is the smart thing to make this change while qualified women are still available. I might add that the young lady announcers are doing a fine job."

Mr. Porter also thanked WBIG for the time it had devoted to recruiting workers for war industries, adding, "the results obtained from your announcements have always been excellent."

Zipf Joins WLW

APPOINTMENT of William H. Zipf as assistant to Ed Mason, farm programs director, WLW, Cincinnati, has been announced. He succeeds Merton V. Emmert, who resigned Jan. 1 to join WEAF, New York, as farm program director [BROADCASTING, Dec. 28]. A native of Columbus, O., Mr. Zipf was graduated from the College of Agriculture, Ohio State U in 1935. During his college days he conducted the program, *Campus Mirror*, on WOSU. After graduation he became field editor of the *American Fruit Grower* and later was appointed agriculture extension director of Delaware U. Mr. Zipf goes to the Crosley station from Louisville, where he was information agent for the Farm Credit Administration.

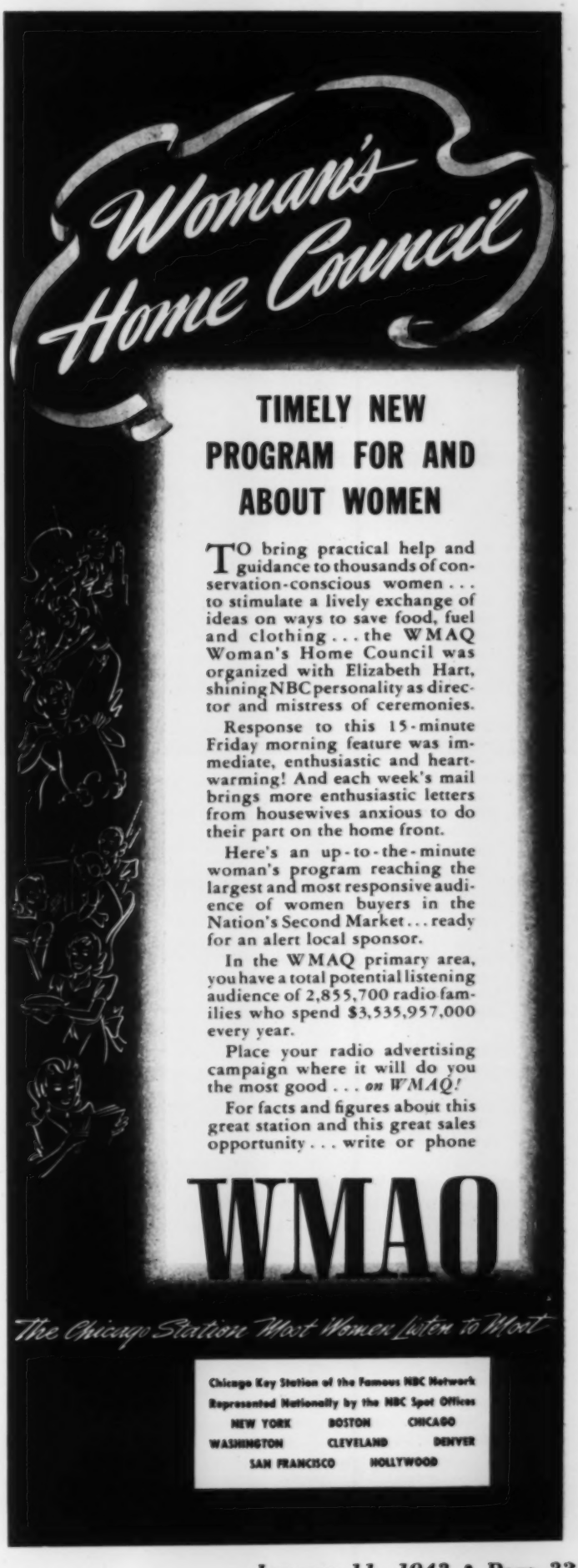
TONY WHEELER, announcer of WFIL, Philadelphia, is the father of a girl born Dec. 26.

RAY LEWIS, free lance announcer and m.c., who conducts several commercial programs on KFRC, San Francisco, was slightly injured New Year's Eve while riding in a taxicab.

Program Executive

. . . with imagination, show sense and the experience and ability to assume full responsibility for programming major network affiliate in midwest market. Must be able to handle and train announcers, conceive program ideas and have the drive to see them through. No traffic work involved. We think our man may now be employed by a smaller station or one in a smaller market and deserves an opportunity to assume greater responsibilities and an opportunity for self-development. Send details to

Box 189, BROADCASTING


Woman's Home Council
TIMELY NEW PROGRAM FOR AND ABOUT WOMEN
TO bring practical help and guidance to thousands of conservation-conscious women . . . to stimulate a lively exchange of ideas on ways to save food, fuel and clothing . . . the WMAQ Woman's Home Council was organized with Elizabeth Hart, shining NBC personality as director and mistress of ceremonies.
Response to this 15-minute Friday morning feature was immediate, enthusiastic and heartwarming! And each week's mail brings more enthusiastic letters from housewives anxious to do their part on the home front.
Here's an up-to-the-minute woman's program reaching the largest and most responsive audience of women buyers in the Nation's Second Market . . . ready for an alert local sponsor.
In the WMAQ primary area, you have a total potential listening audience of 2,855,700 radio families who spend $3,535,957,000 every year.
Place your radio advertising campaign where it will do you the most good . . . on WMAQ!
For facts and figures about this great station and this great sales opportunity . . . write or phone
WMAQ
The Chicago Station Most Women Listen to Most
Chicago Key Station of the Famous NBC Network
Represented Nationally by the NBC Spot Offices
NEW YORK BOSTON CHICAGO
WASHINGTON CLEVELAND DENVER
SAN FRANCISCO HOLLYWOOD

TO A PUBLICITY AND PROMOTION MAN—

Who Is On The Way Up

SOMEWHERE, there is an "up-and-coming" young man, thoroughly schooled in radio publicity and promotion, who is probably now doing a splendid job for a reputable station, agency or advertiser. He is perfectly happy and is not a "shifter"—but, his present opportunities are limited, and he feels the urge to "spread his wings" in a larger organization where his talents can be more profitably utilized.

This man is adequately educated, well versed in media promotion, trade journal and newspaper advertising, direct mail, sales presentations—and the mechanics of all phases of publicity. And he is tremendously enthusiastic about radio.

He is a family man who enjoys his home, wants to settle down permanently in a community and become a part of it. He possesses the judgment and stability to direct the activities of others under him.

For such a man, there is a place at Radio Station KMBC of Kansas City. Under the leadership of Arthur B. Church, President, KMBC has earned an enviable reputation in this major market as well as in the radio industry as a whole.

If you are interested, write us, giving detailed information about yourself—age, exact draft status, educational background, employment record, salary, religion, etc. Apply in writing only. Your reply will be held in strict confidence. This advertisement is with the full knowledge of our staff and our present Publicity Director who is going to work for Uncle Sam. Address Karl Koerper, Managing Director, KMBC, Pickwick Hotel, Kansas City, Mo.

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time buyers, prepared by The Branham Company

RADIO STATION KTBS SHREVEPORT, LA.

a SHREVEPORT TIMES Station

1000 Watts *1480 Kc.* *NBC Network*

JOHN C. McCORMACK, *General Manager*

Shreveport, trading center of over 360,000 radio families of the KTBS area, today has a *resident* population of 109,028 (sugar ration registrations) — a gain of 10,861 over the last census.

Coupled with that, Shreveport's *buying power* is *greater* by $17,190,000 than in 1941; Effective Buying Income was $95,404,000 for 12 months ending Sept. 30, 1942 ("Sales Management" estimate).

Aim your spot sales messages at this money-making market. Lever Bros., Beech-Nut, Standard Brands, Sterling products, General Foods, Standard Oil, Procter & Gamble and other leading accounts air their advertising on this popular NBC outlet — *you'll* find it pays too!

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS

KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

GRANT EXPANDING STAFF IN CHICAGO

GRANT ADV., Chicago, with announcement of the addition of Howard Jones, formerly vice-president of Lord & Thomas, Chicago, who has joined the agency as account executive on the Folger account, is expanding personnel and facilities of the Chicago office. An additional floor in the Palmolive Bldg. has been added to the present space on the 23d floor.

Mr. Jones, who joined the agency last Monday was formerly account executive of Blackett-Sample-Hummert and Ruthrauff & Ryan, Chicago. James Whipple, radio producer, Frank Newton, Margaret Carson, copywriters and Fred Norman, contact man, all formerly of Lord & Thomas, Chicago, have also joined the agency.

The agency is conducting marketing tests for Vitamar, a new oleomargarine manufactured by Cudahy. Grant has been appointed the agency for the entire Cudahy account which includes Old Dutch Cleanser, All-Purpose Mineral Feed, Puritan Meat products, shortening and processed meats, as well as the American Salt Co., a subsidiary of Cudahy.

Club Hears Buck

BEFORE the largest crowd of the season, talent from the National Concerts & Artists Corp., New York, entertained the Radio Executives Club of New York on Jan. 6. Frank "Bring 'Em Back Alive" Buck talked, Ellen Mitchell, NBC, sang, and Pat Barnes acted as m.c. Out-of-town guests included Don Stratton, WTAM, Cleveland; A. N. Armstrong Jr., WCOP, Boston; George Jaspert, WPAT, Paterson; Hal Seville and George McIntyre, WJEJ, Hagerstown; Mary Carpenter, WHK, Cleveland; Charles Stahl, WDAS, Philadelphia; Lew Avery, NAB-Washington; Harry Jacobs of Harry Jacobs Productions, Hollywood; Aaron Bloom, Kasper-Gordon Productions, Boston; Shirley Hollander, John H. Pearson Co., Chicago; Fred Palmer, WCKY, Cincinnati, and Jack Rose, advertising manager of Busch Credit Jewelers, New York.

CJGX, Yorkton, Sask., Canada, has appointed Joseph Hershey McGillvra Inc. exclusive national sales representatives throughout the U. S.

Nat. Rep.: The Walker Company
Boston: Bertha Bannan

Webb Is Appointe By Westinghous

Named to Advertising Post Philadelphia, Mills Succeeds

FRANK V. WEBB, sales manag of WOWO-WGL, Fort Wayne, two years, has joined the he quarters staff of Westinghouse R dio Stations Inc. in Philadelphia assistant advertising and sales p motion manager. The appointm was announced by Lee B. Wail manager of Westinghouse Radio.

Transfer of Mr. Webb follow induction of George A. Harder i

Mr. Mills

Mr. Webb

the armed forces. He will as W. E. Jackson, general sales m ager of the Westinghouse gro Mr. Jackson has been given added responsibility of advertis and promotion.

Before going to WOWO-W Mr. Webb managed KTMS, Sa Barbara, Cal., and prior to t was with the *Santa Barbara Ne Press* as assistant advertising promotion manager. He was b in Mexico City where his fath Frank V. Webb Sr., was publish of the American newspaper in capital. He entered the advertis business as a salesman for *Arizona Republic-Gazette* in Ph nix.

Paul E. Mills has been promo from the WOWO-WGL sales st to succeed Mr. Webb as comm cial manager.

Carl Ohliger Promoted

CARL F. OHLIGER has b elected vice-president of McCa Erickson Adv. Agency, New Yo Mr. Ohliger, who has been as ciated with the agency since 19 was formerly advertising manag of H. J. Heinz Co. and is at pr ent lecturer in advertising Stanford U School of Business. has also held various offices in a vertising associations, both in t East and on the Coast.

Agency House Organ

A MONTHLY house organ with format modeled after *PM* newsp per, will be published by the Ph Klein Adv. Agency, Philadelph The four page agency paper, to called *PK*, will contain news sto and pictures of the agency's clie A radio column will tell what agency and its clients are doing radio, and one called the *Listen Post* will report on business tren The paper will be sent to the agenc clients, business managers and e tors of newspapers and to the r industry.

H. V. KALTENBORN, NBC co mentator, reveals his predictions 1943 in the current issue of *L* magazine.

Studio Notes

WEEKLY Market News Service and Radio Round-Up service to housewives from the Food Distribution Administration are being issued to stations by the nearest regional office of FDA instead of the central office in Washington. The material comes from seven regional offices of FDA: New York, Chicago, Des Moines, Denver, San Francisco, Dallas and Atlanta. More localized news is now provided.

FIVE STATIONS to acquire the AP radio wire from Press Assn. recently are WHBQ, Memphis; WINN, Louisville; KRIS, Corpus Christi; KXYZ, Houston; WJLB, Detroit.

ASSOCIATED Music Publishers reported two new subscribers to the Associated transcription library service during December and eight renewals. New stations are KPAS, Pasadena, and WSON, Henderson, Ky. Renewals are WGN, Chicago; WCOS, Columbia, S. C.; WFBM, Indianapolis; WHAS, Louisville; WIOD, Miami; KPHO, Phoenix; KXOK, St. Louis; W51C, Chicago (Zenith FM station).

WELI, New Haven, beginning Jan. 9, is presenting Congressman Ranulf Compton of the 3d Connecticut District every Saturday, 6:30-6:45 p.m. Other members of the Connecticut delegation, including newly-elected Congresswoman Claire Boothe Luce, are expected to be heard on the program from time to time.

WITH appointment of Sidney Vaughan as director of the New England Radio News Service, the reports will be continued to farmers despite departure of 100% of the news service staff for the Army. Mr. Vaughan replaces Charles E. Eshbach, inducted into the Army Dec. 30. The New England Radio News Service has been operated as a Federal-State agency since 1928.

MARKING the New Year, Centlivre Brewing Corp., St. Louis, bought the *Skyline Club*, 11:30 p.m.-12:30 a.m. over WOWO, Ft. Wayne, for holiday institutional advertising from Dec. 27 through Dec. 30. The company topped off its 1942 activity on the station with a New Year's Eve party beginning at 10:15 p.m., Dec. 31, continuing until 2:30 a.m. Agency is Westheimer & Co., St. Louis.

RECOGNITION of the Allen County salvage committee's scrap efforts was made recently with the presentation of a WPB pennant by Dudley Smith, executive chairman of the WPB in Indiana, in the studios of WOWO-WGL, Ft. Wayne. Broadcast over WGL, the program was arranged by Jack O'Mara, station promotion manager and a member of the local committee.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, Inc.

580 Fifth Ave. - New York City

TRANSCRIBED VOICES of twelve Indiana and Kentucky women in training or stationed at the WAAC Training Center at Fort Des Moines were heard over WGBF-WEOA, Evansville, Ind., recently. Prior to airing of the transcriptions, families and friends of participating WAACs were notified of date and time of broadcast. The show, conducted by Glen Law, news commentator for the Iowa Broadcasting System, was in the form of interviews. Similar recordings are planned for other stations by the Public Relations Office of the First WAAC Training Center at Fort Des Moines.

KROW, Oakland, Cal., broadcast the ceremonies when the Army-Navy "E" award was presented to Ben C. Gerwick Inc., contractors, for their efficient construction work at the Oakland port of embarkation. A repeat broadcast was released for the benefit of the employes who were unable to hear the original program.

WDLP, Panama City, Fla., set up mikes for launching ceremonies, Dec. 30, of the S. S. E. Kirby Smith, first Liberty ship to take the ways from the Wainwright Shipyard. Highlight was reading of telegram from wife of Lt. Gen. Jonathan M. Wainwright, for whom the yard is named.

Radio Plays of 1941

EDITED by Norman S. Weiser, *The Writer's Radio Theatre, 1941*, presents a selection of the ten outstanding radio plays of the last year, in which, as in its companion volume *The Writer's Radio Theatre, 1940-1941*, is illustrated the more successful techniques worked out for radio plays. Included are aids for the study of radio drama in the introduction, notes on plays and writers, glossary of terms and list of agents. Published by Harper & Bros.—$2.00.

RETURNING to the air after a brief absence, *Green Valley, USA* has been resumed on CBS Monday through Friday, 4:15-4:30 p.m. Program dramatizes the life of typical homespun folk who are bending every effort to speed the nation's war program. Himan Brown is creator, producer and director.

MASS donation by 29 staff members of Don Lee Broadcasting System, Hollywood, was made to the local Red Cross Blood Bank in early January.

MOHAWK SERENADE

Loudspeaker Cheers Rodents —Marooned By River—

STRAINS of "Bob Burns The Arkansas Traveler" from the loudspeaker entertained more than a score of big rats marooned on the balustrade of the steps to the transmitter house of WIBX, Utica, Columbia's Mohawk valley station. Marooned with the rats when five inches of water crept into the transmitter room was engineer Paul Dixon.

So swift was the stream that rescuers with provisions for the Dixon larder had only to steer their boat without rowing when snow and increasing cold caused a recession of the record high level of the Mohawk river.

MADELEINE CARROLL, star of motion pictures and radio, is scheduled to conduct the *Radio Reader* quarter-hour program, when it returns to CBS Jan. 11 for another series.

Is your station here?

Radio networks and stations advertising in PRINTERS' INK during 1942

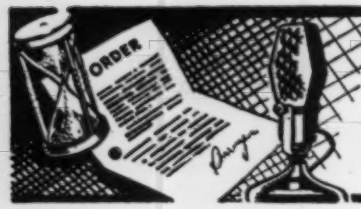
Blue Network Co., Inc.
Buffalo Broadcasting Co.
Columbia Broadcasting System
Columbia Pacific Network
Cowles Stations
Don Lee Broadcasting System
Mutual Broadcasting Co.
National Broadcasting Co.
N.B.C. Spot and Local Sales
New England Regional Network
Westinghouse Radio Stations
Yankee Network
KDAL, Duluth*
KDKA, Pittsburgh
KFEL, Denver
KJR, Seattle
KMBC, Kansas City
KMOX, St. Louis
KNX, Los Angeles
KOMO, Seattle
KRNT, Des Moines
KSO, Des Moines
KWKH, Shreveport
KYW, Philadelphia
WABC, New York
WBBM, Chicago
WBT, Charlotte
WBZ-WBZA, Boston
WCAE, Pittsburgh
WCAU, Philadelphia
WCCO, Minneapolis
WCKY, Cincinnati*
WCOP, Boston
WDAY, Fargo*
WDRC, Hartford
WDZ, Tuscola
WEAF, New York
WEEI, Boston
WEVD, New York
WFIL, Philadelphia
WGAR, Cleveland
WGBI, Scranton
WGL, Fort Wayne
WGN, Chicago
WGR, Buffalo
WGY, Schenectady
WHBF, Rock Island
WHEC, Rochester
WHK, Cleveland
WHO, Des Moines
WJR, Detroit
WJSV, Washington
WJWC, Chicago-Hammond*
WJZ, New York
WKBW, Buffalo
WLIB, New York
WLS, Chicago
WMBD, Peoria
WMC, Memphis
WMT, Cedar Rapids-Waterloo
WNAX, Sioux City-Yankton
WNEW, New York
WOR, New York
WORL, Boston
WOW, Omaha
WOWO, Fort Wayne
WRNL, Richmond
WSGN, Birmingham
WSM, Nashville
WSYR, Syracuse
WTAM, Cleveland
WTAR, Norfolk
WTRY, Troy
WWL, New Orleans

*Space placed by FREE & PETERS, INC.

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

205 EAST 42ND STREET • NEW YORK, N. Y.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WJJD, Chicago

American Poultry Journal, Chicago, 6 *sp* weekly, 13 weeks, thru Shaffer-Brennan-Margulis Adv. Co., St. Louis.
Paramount Hosiery Co., Lexington, N. C., 3 *sp* weekly, thru Shaffer-Brennan-Margulis Adv. Co., St. Louis.
New Church Union, Chicago, 1 *sp* weekly, 52 weeks direct.
Peter Fox Brewing Co. (beer), Chicago, 35 *sa* weekly, thru Schwimmer & Scott Adv. Agency, Chicago.
Soy Food Mills (soy pancake flour), Chicago, 12 *sa* weekly, 13 weeks, thru Jim Duffy, Chicago.
Service Life Ins. Co., Omaha, 7 *sp* weekly, 13 weeks, thru Benson & Dall, Chicago.
Hawthorne Mellody Farms Dairy, Chicago (dairy products), 6 *sa* weekly, thru Harry E. Clarke, Chicago.
Marshall Field & Co., Chicago, 30 *sa*, thru Charles Daniel Frey Co., Chicago.
Milk Dealers Bottle Exchange, Chicago, 12 *sa*, thru Newby, Peron & Fliteraft, Chicago.

WMAQ, Chicago

Beaumont Co., St. Louis (4-Way cold tablets), 2 *sp* weekly, 7 weeks, thru H. W. Kastor & Sons Adv. Co., Chicago.
American Chicle Co., New York (gum), 36 *ta* weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.
Continental Baking Co., New York, 480 *ta*, 45 weeks, thru Ted Bates Inc., N. Y.
Lever Brothers, Cambridge (Rinso), 144 *ta*, 8 weeks, thru Ruthrauff & Ryan, N. Y.
Illinois Publishing & Printing Co., Chicago (*Chicago Herald-American*) 1 *sp* weekly, 13 weeks, direct.
Doubleday, Doran & Co., New York (*How to Prepare Your Income Tax*) 30 *ta*, 10 weeks, thru Huber Hoge & Sons, New York.
Skelly Oil Co., Kansas City, 1 *sp* weekly, 50 weeks, thru Henri, Hurst & McDonald, Chicago.

WHK-WCLE, Cleveland

The I. T. S. Co., Elyria, Ohio (rubber heels), 3 *sa* weekly, 1 year, thru Carr-Liggett Adv. Agency, Cleveland.
Monticello Drug Co., Jacksonville, Fla., 3 *sa* weekly, 7 weeks, direct.
E. Fougera & Co., New York (Magitex), 22 *sa* weekly, 3 weeks, thru J. M. Korn & Co., Philadelphia.
Pepsodent Co., Chicago (toothbrushes), 8 *sa* weekly, thru Lord & Thomas, Chicago.
Carter Products, New York (Arrid), 260 *ta*, thru Small & Seiffer, N. Y.
Cocilana Inc., Philadelphia (cough drops), 104 *sa*, thru Al Paul Lefton Co., Philadelphia.
Smith Bros., Poughkeepsie (cough drops), 57 *ne*, thru J. D. Tarcher & Co., N. Y.
Loew's Inc., New York (motion pictures), 5 *ta* weekly, thru Donahue & Co., N. Y.

KTBC, Austin

Park Lab. Co., San Antonio, 3,650 *sa*, thru Herald Adv. Agency, San Antonio.
El Modelo Medicine Co., San Antonio (Fir-Vita tonic), 1 *sp* daily, direct.
Renfro Drug Stores, Austin, 42 *ta* daily, direct.
Plough Inc., Memphis (Penetro nose drops, St. Joseph aspirin), 21 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
B & J Sales Co., Dallas, 6 *sa* daily, direct.
Southwestern Bell Telephone Co., Austin, 180 *sa*, direct.
Sears Roebuck & Co., Austin, 50 *sa*, direct.
Pepsi-Cola Bottling Co. of Austin, 285 *ta*, direct.
Simon & Schuster, New York (publishers), 6 *t* weekly, thru Northwest Adv. Co., Seattle.

CKBI, Prince Albert, Sask.

Standard Brands Ltd., Toronto, 700 *ta*, thru J. Walter Thompson Co., Montreal.
Saskatchewan Wheat Pool, Regina (grain), 17 *sp*, direct.
Dodds Medicine Co. Ltd., Toronto (proprietary), *ta*, thru A. J. Denne & Co., Ltd., Toronto.
T. Eaton Co., Ltd., Toronto (chain department stores), 4 *sa* daily, direct.

WEAF, New York

Beech-Nut Packing Co., Canajoharie, N. Y. (coffee), 5 *ne* weekly, thru Newell-Emmett Co., N. Y.
RCA Victor Mfg. Co., Camden, N. J. (records), 5 *ne* weekly, thru Lord & Thomas, N. Y.
Ward Baking Co., New York, 136 *sa*, thru J. Walter Thompson Co., N. Y.

WBT, Charlotte

Florida Citrus Commission, Lakeland, 3 *ta*, 2 *sa*, weekly, thru Arthur Kudner Inc., N. Y.
Larus Bros. & Co., Richmond, Va. (Edgeworth tobacco), 3 *ta* weekly, thru Warwick & Legler, N. Y.
Monticello Nursery Co., Jacksonville, Fla., 3 *sa* weekly, thru Burton E. Wyatt & Co., Atlanta.
Skinner Mfg. Co., Omaha (macaroni products), 14 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
Morton Salt Co., Chicago (smoked salt division), 3 *ta* weekly, thru Blackett-Sample-Hummert, Chicago.
Miami Butterine Co., Cincinnati, 6 *sa*, 3 *ta* weekly, thru Ralph H. Jones Co., Cinnati.
Fleming Bros., Chicago (veterinary medicines), *sp* weekly, thru Couchman Adv. Agency, Dallas.

WHN, New York

Purepac Corp., New York (proprietary), 46 *ne* weekly, 13 weeks, thru Klinger Adv., N. Y.
P. Lorillard Co., New York (Old Golds), 5 *ne* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Roxy Theatre, New York, *sa*, thru Kayton-Spiero Co., N. Y.
Wm. H. Wise & Co., New York (books), 7 *ne* weekly, thru Huber Hoge & Sons, N. Y.
Sunway Vitamin Co., Chicago, 11 *t* weekly, thru Sorensen & Co., Chicago.
Monticello Drug Co., Jacksonville, Fla. (666), *sa*, 9 weeks, direct.
Simon & Schuster, New York (Income Tax Booklet), 20 *t* weekly, thru Northwest Radio Adv., Seattle.

WJZ, New York

Paramount Pictures, New York ("Star Spangled Rhythm"), 1 *sp*, thru Buchanan & Co., N. Y.
Benson & Hedges, New York (Virginia Rounds), weekly *sp*, thru Duane Jones Co., N. Y.
International Salt Co., Scranton, Pa. (Sterling Salt), 2 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Continental Baking Co., New York, 9 *ta* weekly, thru Ted Bates Inc., N. Y.
Penick & Ford Ltd., New York (My-T-Fine), 5 *ta* weekly, thru BBDO, N. Y.

WHEB, Portsmouth, N. H.

Boston & Maine R. R., Boston, 26 *sa*, thru Harold Cabot & Co., Boston.
J. J. Newberry Co. (Boston dept. store), 192 *sa*, direct.

New Participator Take WEAF Spot

Programs Added by Station
Inducements to Sponsors

FIVE ADVERTISERS signi with WEAF, New York, for par cipation spots on various progra on the local NBC outlet were a nounced last week by Sherman Gregory, WEAF general manag

Continental Baking Co., N York, for Wonder Bread, has tak 312 announcements on Ral Dumke's *The Two Minute Ma* which replaced *Studio X* Jan. Ted Bates Inc., New York, agency.

Lever Bros. Co., Cambridge, Rinso, will also use the Dum show as well as the 6-6:15 p *Family Time* with Don Lang m.c., on a five weekly basis, throu Ruthrauff & Ryan, New York.

Tax Book Promoted

To advertise a new income t book, Doubleday Doran Co., N York publisher, is using *Fami Time* on Thursdays for 10 wee in addition to Pat Barnes' *Morn in Manhattan* on Mondays a Wednesdays. Agency is Hub Hoge & Sons, New York.

A new thrice-weekly five-min news program on WEAF, is spo sored by F. & M. Schaefer C New York (beer), through BBD New York. Fifth new sponsor Curtis Publishing Co., Philad phia, promoting *The Saturd Evening Post* on *Family Time* the Dumke show. Agency is BBD New York.

Several new programs built f local sponsorship started recent They are *Just Between Us; Fam Time*, for quarter-hour group farm program with Merton V. E mert; *Spice of Life; It's All in Record*, Robert St. John fr Washington; news by W. W. Cha lin, former INS war correspond who has joined NBC as a new caster.

Chaplin Joins NBC

WILLIAM W. CHAPLIN, for war correspondent of INS, h joined NBC's staff of news co mentators, and last week started six-weekly series of newscasts the 6:25-6:30 p.m. period. Chapl served in the INS Rome and Pa Bureaus, later covering the w in Ethiopia. Subsequent assig ments included the British Exp ditionary Force in France, wh he remained until just before Du kirk; a survey of the Pacific th tres of war and a term as war c tor of the New York City staff INS. In April of last year he w to India and was later transfer to Moscow where he remained u November. Chaplin is the auth of two books, *Blood and Ink*, a *When War Comes.*

JOHN J. ANTHONY celebrated start of his seventh year as anal of human problems on the *Good H Hour*, BLUE Sunday program, Jan. 10. Series started in Janu 1937. Ironized Yeast Co., Atlanta, been sponsor since 1938. Ruthrauf Ryan, New York, is agency.

Radio Advertisers

BEN TUCKER's Hudson Bay Co., Brooklyn, has made a substantial increase in time used on WINS, New York, on behalf of its furs, under a new 52-week contract effective Jan. 5. Firm has signed for 125 transcribed one-minute announcements weekly, a six-weekly quarter-hour live musical program, and a six-weekly quarter-hour news period. The fur company previously used a schedule of 70 announcements weekly on WINS, and advertised on two or three other stations in the New York area. All radio advertising has been switched to WINS for the coming year. Account is handled by Sidney Robbins Adv. Agency, Brooklyn.

R. B. DAVIS SALES Co., Hoboken, N. J. (Cocomalt, Davis baking powder, Cut-Rite waxed paper, San Fay tissue), started a daily quarter-hour series *Good Morning, Madam!*, on WEVD, New York. Series marks the firm's third year of consistent advertising. Agency is Joseph Jacobs Jewish Market Organization, New York.

EX-LAX Ltd., Montreal (medicinal), placing an announcement campaign, has added CFOS, Owen Sound, Ont.; CKPR, Fort William, Ont.; CKSO, Sudbury, Ont., and has increased its schedule of spot announcements to ten-weekly on CKAC, Montreal. Account is placed by Cockfield Brown & Co., Montreal.

HYDE PARK BREWERIES Assn., St. Louis, has contracted for its variety show with a quiz feature, *Tic Toc Time*, to run Saturdays, 9:15-9:45 p.m. on KMOX, St. Louis. Don McNeill is m.c. Mary Ann Mercer, contralto soloist, the Hyde Park Orchestra and a mixed sextette provide musical entertainment. Young & Rubicam, New York, handles the account.

CALIFORNIA WINE Co., Chicago (Barloma Wine), has started sponsorship of a thrice-weekly newscast on WENR, Chicago. Agency is Ervin Meyerson, Chicago.

INTERSTATE BAKERY Corp., Los Angeles (Town Talk bread), in a 52-week campaign, started Dec. 25, is using an average of 20 transcribed and live spot announcements weekly on four stations in that area, KNX, KFI KECA KHJ. Agency is Dan B. Miner Co., Los Angeles.

JAX BREWING Co., Jacksonville, Fla., has started *The World at Large*, a six-weekly quarter-hour news and sports round-up at 6 p.m. on WSLI, Jackson, Miss. Program features Roy Weinedel. Account was placed through Anfenger Adv. Agency, St. Louis.

P. LORILLARD Co., New York, on Jan. 18 is starting a 13-week campaign for Friends' Tobacco using thrice-weekly spot announcements on 15 stations. Agency is Lennen & Mitchell, New York.

RICHARD EDWARD BAYFORD (Joe to you) MESSER wishes to thank all his friends in the radio industry for their Xmas and New Year greetings.

I feel flattered and honored to have so many friends.

Joe.

Pacific Ad Session

WITH presidents of affiliated clubs and board of director members from the 11 western States attending, the Pacific Adv. Assn. will hold its annual mid-Winter Conference in San Francisco Jan. 22 and 23. Sessions will be held in the Mark Hopkins Hotel with President Larry Lane presiding. Work by organized advertising in the war effort will be among the major subjects discussed.

B. F. FEW, director and vice-president of Liggett & Myers Tobacco Co., New York, has been named to handle advertising for the company, succeeding W. D. Carmichael, vice-president and director, retired. W. A. Blount, a director, in charge of production and purchase of leaf tobacco, has been elected vice-president, and G. W. Thompson, assistant to G. W. Whitaker, vice-president, has been elected a director.

B. F. GOODRICH Silvertown Stores recently began sponsoring *Sing For Victory* every Sunday at 1:30 p.m. Show, a community sing, is staged on Friday nights at the Paramount Theatre and transcribed.

RADIO COLLEGE OF CANADA, Toronto (commercial radio), has started a weekly quarter-hour series of talks on the use of electronics in the present war on CFRB, Toronto. Account was placed by R. C. Smith & Son, Toronto.

O'CONNOR, MOFFATT & Co., San Francisco (department store), has renewed for 13 weeks its six-times weekly *Last Minute News* presented by Ruth Anderson on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

You keep customers *when you* KEEP SPOTS BEFORE THEIR EARS!

•ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

NATIONAL Shoe Stores, New York, 70-store chain using radio advertising locally for several years, has purchased six quarter-hour periods, six ten-minute periods and 35 announcements weekly on WMCA, New York. Firm has renewed for the third consecutive year a 52-week contract for segments on Martin Block's *Make Believe Ballroom* on WNEW, New York, and plans to add other stations shortly. Agency, Emil Mogul Co., New York.

LT. FRED WILMAR, former timebuyer of J. Walter Thompson Co., San Francisco, is assigned to the Army Air Forces gunnery school at Las Vegas, Nev., as Special Service Officer.

W. R. GERSTENBERGER, formerly of the copy department of Brooke, Smith, French and Dorrance Inc., Detroit, has joined the copy staff of Gardner Adv. Co., St. Louis.

NBC Latin Series

THIRD COURSE offered American and Latin-American listeners to NBC's *Inter-American University of the Air*, to go on NBC early this spring, will be devoted to a cross section of the outstanding literature of all American nations, it has been announced by Dr. James Rowland Angell, NBC public service counselor, and Sterling Fisher, director of the University. College teachers are invited to offer suggestions.

Reed Resigns GE Posts

PHILIP D. REED, chairman of the board of the General Electric Co., has resigned all of his company posts, effective Jan. 1, having been requested by both Ambassador John G. Winant and W. Averill Harriman to continue as Deputy Chief of the Harriman Mission in London. "In view of the indefinite duration of this government work overseas and in view also of the return to active service of Owen D. Young as acting chairman of General Electric, I felt that I should relinquish my posts as Director, Chairman of the Board, and Chairman of the Executive Committee of the Company," Mr. Reed stated. The Harriman Mission covers many fields of war activity in addition to representing the Lend-Lease Administration in London.

Mrs. Dalton Sues

CHARGING that the late Victor E. Dalton, capitalist and owner of KMTR, Hollywood, had attempted to deprive her of community property rights at time of their 1940 divorce, Mrs. Gloria Dalton in late December started legal action in Los Angeles Superior Court to recover half interest in the station. Named as defendants are K. L. Banning, office manager and secretary to the late Mr. Dalton, and Reed E. Callister, his attorney.

SPORTS OPEN ON WHEC ROCHESTER!

DAILY - 6:15 to 6:30 P. M.

These sports periods have been sponsored uninterruptedly for 8 years by one of America's largest corporations, known everywhere for its keen merchandising ability.

The product of this firm is now a "war casualty",—forcing reluctant cancellation of sponsorship as of February 1st.

These programs are enthusiastically recommended to any prospective sponsor by this firm for whom they have done an outstanding job in direct returns.

An unusual opportunity to inherit the soundly established top sports program in a community that's really sports conscious,—and at a most favorable price, too! Write, wire or phone for complete story.

WHEC

ROCHESTER, N. Y.

J. P. McKinney & Son - Representatives - New York, Chicago, San Francisco

The Time to Buy in Central Pennsylvania

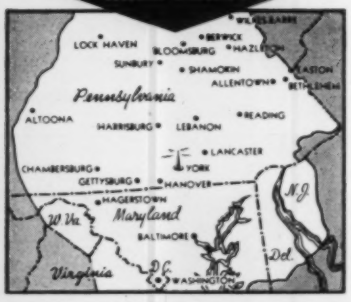
WSBA 900

THE "MID-POINT" ON YOUR DIAL

York, Pennsylvania · Nat. Rep., The Walker Co.

Thousands . . . in prosperous Central Pennsylvania and Northern Maryland . . . *listen to* WSBA. It's proved by

THE MAP THAT MAIL BUILT!



Agencies

HARRY M. COLEMAN, publicity director of MacFarland, Aveyard & Co., Chicago, has been appointed vice-president in charge of public relations.

ROBERT F. ELRICK, former research director of Ruthrauff & Ryan, Chicago, has joined Quaker Oats Co. as research director of advertising and marketing.

GEORGE H. STELLMAN, director of General Mills radio at Blackett-Sample-Hummert, Chicago, is the father of a girl born Jan. 4.

JOHN M. LYDEN, former director of copy and plans of Atherton & Currier, New York has joined Ted Bates Inc., New York, as an account executive on the Standard Brands accounts. Mr. Lyden will probably work on advertising plans for that company's new vitamin products, Stams and Stan B.

EARLE STEIERT, former freelance designer in Philadelphia and New York, has been appointed art director of Richard A. Foley Adv. Agency, Philadelphia.

ERNEST WERNER has resigned as market analyst of Muzak Transcriptions Inc., to join Christian Feigenspan Brewing Co., Newark, as market research assistant.

W. R. JOHNSTON, for the last three years commercial representative of the Canadian Broadcasting Corp., Toronto, and well-known to American agency executives and network officials, on Jan. 11 joined the Royal Canadian Air Force as an administrative officer. Before coming to CBC he was 17 years with the James Fisher Co., Toronto advertising agency.

G. F. MILLS and J. W. Spitzer, managing directors of Lord & Thomas of Canada, Toronto and Montreal, have announced that with the retirement of A. D. Lasker of Lord & Thomas [BROADCASTING, Jan. 4], arrangements are now being made whereby full ownership of the Canadian company will be taken over by them. Both Mills and Spitzer have been with Lord & Thomas of Canada since its inception in 1929, serving in all capacities of agency operation and working up to the managership a year ago. Details of the change of ownership are to be announced later.

EDWIN COX, vice-president of Kenyon & Eckhardt, New York, has been in Hollywood in interest of the Kellogg Co. (Pep) account. The firm on Jan. 4 started for 52 weeks daily participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Monday through Friday, 9:30-10 a.m. (PWT).

RUSSELL R. RULLMAN, account executive of the Caples Co., Omaha, has been commissioned ensign in the Navy Air Force and is stationed at Lewis School of Aeronautics, Lockport, Ill.

HASSEL SMITH, West Coast radio director and Los Angeles manager of Botsford, Constantine & Gardner, has been elected a vice-president of the agency. Mrs. Elizabeth Eyerly, New York manager, and Burton Durkee, account executive of the Portland, Ore., office, have also been elected vice-presidents. Agency has moved its Los Angeles offices to 621 S. Hope St. Telephone is Michigan 1427.

THOMAS FREEBAIRN - SMITH, producer of Ruthrauff & Ryan, Hollywood, has joined Lord & Thomas, that city, and is assigned to the weekly CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps. He replaces Bill Gay, who recently joined the Army.

JAMES E. CECIL, president of Cecil & Presbrey, New York, has accepted the chairmanship of the committee on public information for the 1943 Red Cross War Fund of New York City. He held the post during the 1942 campaign.

JACK PRIVETT, account executive of J. Walter Thompson Co., San Francisco, has been transferred to the agency's Los Angeles office.

CLARK A. (Fritz) SNYDER, for six years radio director of J. Stirling Getchell, New York agency to be liquidated on Feb. 1, joined the BLUE station relations department Jan. 4.

LESLIE J. WOODS, recently representing Philco in Washington, has been made vice-president and general manager of the National Union Radio Corp., Newark, affiliated with Philco.

CARLOS FRANCO, manager of the radio timebuying division of Young & Rubicam, New York, has been made a stockholder of the agency.

Agency Insurance

LEON LIVINGSTON Adv. Agency, San Francisco, under a recent arrangement, protects its clients' material against any damage while they are in the custody of that firm. Through the agency's insurance brokers a special "property floater policy" has been put into effect with Insurance Co. of North America.

JAY CLARK, former free lance d rector of network programs, includi *Hop Harrigan*, on BLUE, and Ba *Stage Wife*, on NBC, has joined t radio department of Ted Bates In New York. Clark has also been as ciated with Pierre Huss news pr grams.

HARRY C. WATERSTON, form account executive of Deutsch & Sh New York, has joined S. Duane Ly Inc., New York, in a similar capaci

GEORGE H. GUINTER, previous with Maxon Inc., New York, has join O. S. Tyson & Co., New York, m ceeding Richard Morrison, now a count executive of the latter firm.

MILFORD J. BAKER, account ex utive of Young & Rubicam, New Yo for the past 18 years and Frank J gan, account executive of the sa agency for four years, and previous an executive of the merchandising d partment, have both been elected vi presidents and account supervisors Y & R.

E. DeWITT HILL, vice-president McCann-Erickson, New York, h joined the Army Air Forces as a ca tain.

JAMES COMINOS, timebuyer BBDO, Chicago, has joined the M rines as a second lieutenant and w report for training Jan. 15 at Ne River, N. C.

CHARLES PINKHAM, author numerous articles on advertising, ma ing and marketing and active in d velopment of a yardstick for measu ing quantitative value of radio st tions, has been appointed vice-pres dent and chairman of plans board Erwin, Wasey & Co., New York.

J. R. Hamilton

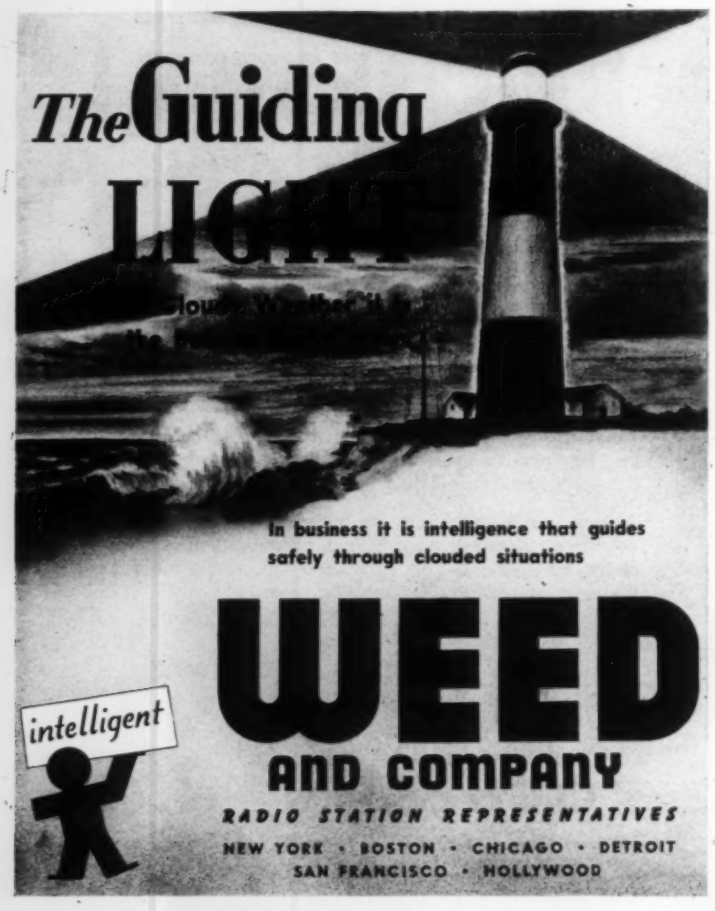
J. R. HAMILTON, 65, preside of the J. R. Hamilton Adv. Agenc died Jan. 2 in Chicago. He is sur vived by Mrs. Hamilton, a daugh ter, Mrs. Charles W. Cushma and a nephew, author John Stei beck. A former editor of the *Sa Francisco Wasp*, he organized th J. R. Hamilton Agency 25 year ago, but has been inactive in th management since 1939. The age cy will continue operation with n change in personnel or facilitie

Raymond L. Hurst

RAYMOND L. HURST, form vice-president in charge of th San Francisco office of BBD died at his home at Laguna Beac Cal., Dec. 30, following a thre months' illness. He is survived b his widow, two sons and his par ents.

David E. Bloch

DAVID E. BLOCH, 56, vice-pres dent of Peck Adv., New York, di in Bronxville, N. Y., Jan. 5. Pri to joining Peck Adv. in 1930, M Bloch had an agency of his ow the Dave Bloch Co.



WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

All Lord & Thomas Accounts Go to Foote, Cone & Belding

New Agency Starts Business With Total Billings of More Than $20,000,000 Covering 50 Accounts

PRINCIPAL officers of Foote, Cone & Belding, new agency created from the interests of Lord & Thomas [BROADCASTING, Jan. 4], were announced last week by the agency. Emerson Foote has been elected president and will continue in charge of the New York office; Fairfax M. Cone, in charge of Chicago operations, will be chairman of the executive committee, and Don Belding of the Los Angeles office will be in charge of Pacific Coast activities for the agency and will serve as chairman of the board. The San Francisco office will continue to be directly managed by Eugene I. Harrington.

Mr. Foote

To carry out the firm's conception of "central direction", frequent meetings of the principal officers will be held in Chicago and New York, the first to take place Jan. 16 in Chicago when other officers will be elected. Plans are under way for an expansion of personnel, although no changes are contemplated in the present personnel as it functioned under the name of Lord & Thomas.

Mr. Belding

Mr. Cone

$20,000,000 in Billings

The new agency starts business with total billings well in excess of $20,000,000 annually. It will definitely handle a total of 50 accounts, all formerly placed by Lord & Thomas, and belief was expressed by the agency last week that it could shortly be announced that "no account which was handled by the former agency at the time of its dissolution will have failed to signify its intention to remain with the new agency."

Born in Alabama in 1906, Emerson Foote has had a varied career since his schooling in California. His first business experience was in the wholesale end of the automobile industry. He was also associated with the Pacific Mutual Life Insurance Co. and served as secretary of the Western Statistical Assn. before joining the Leon Livingston Adv. Agency, San Francisco, at the age of 24.

He stayed there three and a half years before starting his own agency, Yeomans & Foote, in partnership with Lewis H. Yeomans. In 1936, he joined the research department of J. Stirling Getchell, New York, selling out his interests in the agency to Mr. Yeomans.

Research director, account executive and general executive at Getchell, Mr. Foote then joined Lord & Thomas to handle printed advertising for the American Tobacco Co. account, later taking over the entire account including radio. In 1940, he was elected a vice-president of the agency, a member of the board of directors in May, 1942. Two months later, he was elected executive vice-president and placed in charge of all New York operations.

Varied Career

Fairfax M. Cone attended the U of California in his native state, and upon graduation joined the art department of the *San Francisco Examiner*, where he remained three years. In 1939, he was offered a job as copywriter in the San Francisco office of Lord & Thomas, and after ten years, became manager of that branch, as well as vice-president.

In 1941, Mr. Cone came to New York to take charge of all creative work at Lord & Thomas, and in 1942 was sent to Chicago in the same capacity, later becoming general manager in charge of all Chicago operations.

A graduate of the U of Oregon with a B.S. degree, Don Belding became manager for Western Union in Klamath Falls, Ore., for two years, also running a daily newspaper in that town. He joined Lord & Thomas in 1923, working up from office boy to space buyer to copywriter. During the ten years from 1927-37, Belding handled practically every account of the agency's Los Angeles office, and in 1938, when Don Francisco came East to become president of the agency, he was named vice-president and manager of the office. Three years later, he became one of the firm's three executive vice-presidents. One of the original members of the Advertising Council, Mr. Belding is also a director of the Los Angeles Chamber of Commerce, and Merchants and Mfgrs. Assn.

Radio City Visitors

DESPITE war restrictions on travel, a total of 1,200,000 persons visited the studios of NBC in 1942. More than 700,000 of this number visited the studios to watch their favorite programs. Since NBC instituted guided tours at Radio City, eight years ago, 4,400,000 persons have come to the radio center.

"His WFDF Flint Mich. spots do so well, he's all wrapped up in golf."

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

for a MORE PROSPEROUS 1943 Use

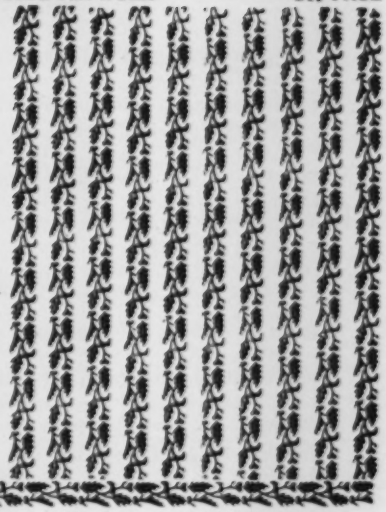
WTCN

MINNEAPOLIS BLUE NETWORK ST. PAUL

2 MARKETS FOR THE PRICE OF ONE

St. Paul and Minneapolis With Population Over 800,000

Write for details of programs and time available, rates and market data.



FREE & PETERS, INC. — NATIONAL REPRESENTATIVES

New York Chicago Detroit Los Angeles Atlanta San Francisco

Big News Contract Signed by Gilchrist Department Store

Boston Retailer Carries News Hourly During the Daytime

A NEW department store-radio link, presaging a closer relationship between the two industries, has resulted from the recent NAB District meeting in Boston, with signing by Gilchrist department store, that city, for nine five-minute newscasts daily on WORL, Boston.

The store's decision to utilize radio for institutional and goodwill advertising came about after the station's sales department presented to Gilchrist executives the opportunities inherent in such an alliance. A sound stage has been equipped on the fourth floor of the department store for the broadcasts, which run every hour on the hour from 8 a.m. to 5 p.m.

The news is fed directly by United Press ticker service, installed in a newsroom adjoining the sound stage. The broadcasts will also be used for recruiting messages of Army, Navy, Marines, and War Bond sales talks.

Customers and visitors are invited to visit the newsroom, read the news flashes and headlines which are posted on bulletin boards, and attend the broadcasts. With news becoming more and more important to the public, it is expected that Gilchrist's news service will be of increasing value to listeners in New England.

. WORL's manager, George Lasker, was responsible for the department store plan. He attended the first district NAB meeting in Boston Dec. 9-10 at which Lew Avery, chairman of the NAB sales division, outlined the retail promotion plan for department store use of radio. He made an intensive study of his station's setup of department store advertising, held conferences with store executives and agency heads and outlined a plan for radio programs which resulted in Gilchrist's WORL campaign.

NINE NEWSCASTS A DAY by Gilchrist Department Store on WORL, Boston, resulted from discussion at a recent NAB meeting in Boston. The five-minute newscasts, originating from the Gilchrist radio newsroom every hour on the hour from 8 a.m. through 5 p.m., were lauded by Gov. Leaveritt Saltonstall of Massachusetts and Mayor Maurice Tobin of Boston at the inaugural broadcast. Attending were (standing, l to r): Fred S. Bailey, WORL account executive; Richard Salinger, head of the agency handling the Gilchrist account; F. Frank Vorenberg, president of Gilchrist's; Bob Perry, WORL's chief announcer and program director. Seated are Mayor Tobin and Gov. Saltonstall.

Coast Oil Expansion

STANDARD OIL Co. of California, San Francisco, oldest consistent user of West Coast radio, on Jan. 24 increases its weekly 45-minute *Standard Symphony* on 6 NBC Pacific stations (KFI KPO KGW KOMO KHQ KMJ), to a full hour and shifts from Sunday, 9-9:45 p.m. (PWT), to Sunday, 8:30-9:30 p.m. (PWT). With name conductors in charge, program will continue to originate through Feb. 14 from Earl Carroll's Theatre-Restaurant in Hollywood. Balance of the series will emanate from NBC studios in that city and San Francisco. Agency is BBDO, San Francisco.

Theatre Chain Series

TO ASSIST war relief agencies and philanthropic groups in the New York area, Skouras Theatres Corp., New York, has started a series of half-hour Sunday afternoon programs on WINS, New York, titled *This Is Our Cause*. Contract is on a 52-week basis, and was placed direct.

West Coast Institut Planned by NBC-UCL

ESTABLISHMENT of a Ra Institute under joint cooperati of NBC and the U of Californ at Los Angeles, has been announc by Sidney N. Strotz, Western d vision vice-president of the ne work.

Patterned along lines of a sim lar project held at Northweste U, located at Evanston, Ill., la summer under joint sponsorshi the Radio Institute will be for n weeks. Limited to 100 students, e rollment will be from June 28 Aug. 21. Classes are to be held NBC Hollywood studios a UCLA. Faculty members, dra from the network staff, will i clude Arnold Marquis, writing Earl Ebi, acting; Clinton E. (Bu dy) Twiss, announcing; Ned Te linger, production-direction; Je nings Pierce, public service pr grams.

A similar Radio Institute, to held at Stanford U, Stanford, Ca next summer, is being negotiat by Mr. Pierce, NBC Western d vision public service and stati relations manager who is coord nating the UCLA-NBC Radio In stitute.

Farm Day on Nets

SCHEDULED to speak fro Washington on a special broadca over major networks commemorat ing Farm Mobilization Day Ja 12, are Pres. Roosevelt; Secretar of Agriculture Wickard; Mor Salisbury, Director of Informa tion of the Agricuture Dept. Maxim Litvinov, Soviet Ambassa dor to the United States; and Ad miral William Brent Young, Chi of Supplies and Accounts of th Navy. Lord Woolton and th mother of a British fighting ma will be heard from London. Fro Chicago, Edwin Keller, Chairma of the Dept. of Agriculture Wa Board in Delaware County, Il and a farm woman from Jordan Minn., will speak.

Schenley Division

FIRST broadcast in the revise edition of *The Cresta Blanca Car nival*, sponsored on Mutual b Schenley Distillers, New Yor will be heard Jan. 13 with note guest stars replacing Comedia Jack Pearl [BROADCASTING, Jan. 4 Pearl, according to William H Weintraub & Co., New York, agen cy for the show, is leaving the se ries to take a role in a new Broad way play. Highlight of the Jan. 1 program will be a specially-writ ten drama "2043" by Norman Cor win, CBS writer-producer.

PERFORMANCE STRENGTH and LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR

WINCHARGER CORPORATION SIOUX CITY, IOWA

I Want more sales in Central New York?

AUDIENCE OF WFBL SYRACUSE, NEW YORK

CHNS

Halifax, N. S.

One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna

Ask JOE WEED

Shepard Continues as Yankee Head

(*Continued from page 16*)

as a vehicle to promote the tire business, was revealed as having been filed with the Commission.

Two members of the Commission —Walker and Durr—dissented from the approval, holding that the transfer should have been set for hearing. Both raised the question of policy on transfer of broadcast stations to another industry and the precedent thus established. Commissioner Durr also cited absentee ownership and control and questioned whether it would be in the public interest to have large business establishments in a position to mold public opinion, which is inherent in the operation of broadcasting stations.

Colonial Net Acquired

The FCC approved the transfer of the four standard broadcast, four relay stations, two experimental and two FM stations to General Tire at a special meeting Dec. 31 [BROADCASTING, Jan. 4]. Commissioners Fly, Craven, Case and Wakefield voted affirmatively. Commissioner Payne was absent.

The price was given as $1,240,000, plus an additional amount to be determined equal to 94% of the aggregate net quick assets of Yankee over $100,000. General Tire also acquired, in a separate transaction, the stock of Colonial Network Inc., which is not a licensee, and whose income has been derived primarily from the sale of station time and wired transcription service (Muzak) to subscribers.

The O'Neil affidavit recited that General Tire believed that postwar America "is going to be an entirely new America, with increased manufacturing capacity and facilities, entirely changed methods of merchandising and advertising, a tremendous buying power and an even higher standard of living." The affidavit added General Tire believed radio has the potentiality for a tremendous contribution to this new pattern by employment of technological advances and new program techniques to not only entertain and inform listeners, but to become an important cog in our system of economy by aiding in the widest possible low-cost distribution of the commercial produce of the nation's productive genius and capacity.

General Tire said it believed advertising techniques that depreciate the public acceptance of broadcasting programs constitute not only bad programming but very bad advertising. The affidavit stated General Tire intended to buy some time on stations in the New England area and would use the Yankee Network stations to some extent for that purpose.

"It will buy time, facilities and services from Yankee at rates and under conditions that are available to all other sponsors who seek to buy time on the Yankee Network and its stations. No better deal for facilities, time or services will be made to General Tire than is made to any other user of time. It recognizes and will meet the necessity for it, as a broadcast licensee, to use the time sparingly to promote or advertise its own manufactured products and never, in any manner, form or practice that will give it an unfair advantage over any competitor or convert the stations and the network into a mere advertising or merchandising medium of the General Tire & Rubber Co.

To Reserve Net Decision

"Furthermore, as the transferee has agreed in its employment contract with John Shepard 3d, copies of which were furnished to the law department of the Commission, the 'advertising programs and announcements of the General Tire & Rubber Co., its affiliates or distributors will be subject to change in time when the time can be sold commercially to other sponsors.'

"The program policies and structure of the Yankee Network Inc. will be continued, but every effort will be expended to increase the public acceptance of these programs by keeping abreast of new techniques in program building and by the recognition of new interests of the listeners."

Apropos affiliation with any other network organization, the O'Neil affidavit said that Yankee now has an affiliation contract with Mutual that runs for approximately two years.

"No negotiations have been initiated or plans formed for the affiliation of the Yankee Network Inc. with any other national network. The present intention of the transferee, actually, is to fulfill its obligations specified in its affiliation contract with the Mutual Broadcasting System and to reserve decision on an extension thereof or affiliation with some other national network until facts and circumstances warrant consideration of such a program."

Two Dissents

The dissenting statements of Commissioners Walker and Durr follow:

Commissioner Walker: The application should be set for hearing. A finding that a transfer shall be in the public interest is mandatory. The application herein does not show on its face, or contain therein, convincing facts that the public interest would be served by the proposed transfer. A public hearing would, therefore, seem advisable.

The application should, in any event, be set for hearing on the issue of transferring broadcast stations to another industry. The instant application involves not only the control of certain broadcast stations but also of The Yankee Network Inc.

Broadcasting is of such public interest and importance that an effort should be made to keep it separate from other businesses. If a transfer of chain broadcasting interests, as herein proposed, may be granted to a tire and rubber company, may it not likewise be granted to a motor company or to a public utility? The precedent having once been established of transferring licenses controlling a network to other interests, where can the line be drawn? Chain broadcasting is of such vital public consequence and public interest that it should be a business in and of itself, and disassociated from any other business.

Commissioner Durr: I think the application should be set for hearing.

First, a question of absentee ownership and control is presented. The stations involved in the transfer are all located in New England. The control is now in the hands of people who are residents of New England and familiar

KELLOGG RETURNS TO NATIONAL AIR

ABSENT from national network radio since 1939, Kellogg Co., Battle Creek, Mich., on April 5 will expand its regional use of the BLUE network of 130 stations located from the East Coast to and including the Rocky Mountain area. Contract calls for Monday through Friday sponsorship of the last quarter-hour of the network's *Breakfast at Sardi's* program, heard 11-11:30 a.m. (EWT). The first portion of the broadcast from 11-11:15 a.m. will be used to build up the ensuing quarter-hour, sponsored by Kellogg in the interest of Pep cereal.

This new contract is in addition to the company's five-minute participations on *Breakfast at Sardi's*, heard on 13 BLUE Pacific Coast stations five times weekly, 9:30-10 a.m. (PWT). Kellogg began these participations, also in the interest of Pep, on Jan. 4 of this year. Agency in charge is Kenyon & Eckhardt, New York.

NOTICE: Radio Station Managers!

"NAME THE TUNE CONTEST"

and

"NAME THE BAND CONTEST"

Copyrighted in detail and available for use only in certain localities

apply to
Holder of Copyrights
HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.

WBNX

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today

with its problems and needs. Transferee is an Ohio corporation with its principal place of business in Akron. Its officers and directors are residents of Ohio with the exception of one who resides in Florida. With the exception of two brokerage houses in New York City, all stockholders owning 1% or more of the oustanding capital stock are residents of Ohio. Nor does the application show that the transferee and those controlling it have a familiarity with or interest in the problems of the New England area. Accordingly, I do not believe that sufficient showing has been made to warrant a finding that the transfer of control would be in the public interest.

Second, the transferee is a large manufacturing concern whose products have a nationwide distribution. By this transfer it will acquire, as an adjunct to its private business operations, a number of broadcasting stations which together serve a major portion of the New England states. With the networks to be acquired as a part of the same transaction, it will have access by radio to virtually the entire New England area.

The issue presented here is not whether interests engaged in other lines of business should be prevented from owning any broadcasting stations, but rather the extent to which they should be permitted to go in the acquisition of such stations. Unless some limitation is imposed, they may embark upon a program of station acquisition which will force their competitors, and even concerns in entirely different lines of business, to follow the same course in order to survive. Such a course would tend to make radio broadcasting an adjunct of private commercial enterprise instead of the independent medium of entertainment and expression which it must be if it is really to serve the public interest. Moreover, the war has greatly accelerated the tendency toward bigness in industrial concerns which has long been under way. Will it be in the public interest to consolidate under a common control the economic power of large business establishments and the power to mold public opinion which is inherent in the operation of broadcasting stations?

These are questions which I believe should be carefully investigated before the application is granted.

WILLIAM G. RAMBEAU Co., national sales representative of WDGY, Minneapolis, for the last three years, has been reappointed.

SCROLL IS PRESENTED by Lt. Walter J. Schwalb, public relation officer at the U. S. Maritime Service Training station, Brooklyn, to E. R. Squibb & Sons, New York, in appreciation for a broadcast of the company's CBS series *Keep Working, Keep Singing, America*, from the training center. Schwalb, who was formerly associated with Squibb, gives the scroll to the firm's advertising manager, Lauren Ashe, in presence of program's former singing star, Frank Parker (left), now in the Maritime Service, and Eleanor Larsen, who directs the broadcasts for Geyer, Cornell & Newell, New York, agency in charge.

Harry Hosford

HARRY HOSFORD (Uncle Harry), 53, for many years m.c. of children's programs in Chicago, on the staff of WGN, Chicago, for the last four years, died last Wednesday at his home there of a heart attack. He conducted *Uncle Harry's Jamboree* and *Uncle Harry's ABC Club* on WGN. In 1934 he organized the children's Safety Legion, a radio club numbering 1,700,000 children. He is survived by his wife, Agnes, who was his radio partner.

James Tierney

JAMES TIERNEY, radio representative for the Texas Co., New York, handling the Fred Allen and Eddie Cantor shows during the past eight years, died Jan. 6 of heart trouble at his home in Brooklyn. He is survived by his wife and two sons.

Folger Reply to FTC

J. A. FOLGER & Co., San Francisco and Kansas City, having been charged by the FTC with misleading misrepresentation in claiming that its coffees are mountain grown and possess a rarer flavor and, in the case of the latter firm, that its coffee benefits nerves and digestion, have filed answers to the complaints. The Kansas City company states that the complaint does not fully or fairly reflect its representations, and that when considered together they are not misleading. The California firm denies the allegations as to its claim for the health producing qualities of its coffee.

Roy E. Dodge

ROY E. DODGE, 65, vice-president of First United Broadcasters, Chicago, died Jan. 4 of a heart attack. Mr. Dodge was formerly an account executive of the Albert W. Kercher Co., Chicago, before joining First United 2½ years ago. He was an expert on the use of radio for mail order accounts, and had previously been associated with a number of mail order publications, including *People's Popular Monthly*.

The South's Bright Spot

WIS

NBC Red
560 KC

COLUMBIA, S.C.

FREE & PETERS Inc. National Representatives

KSEI

POCATELLO, IDAHO

Eastern Idaho's ONLY Network Station
NBC

National Representatives
THE WALKER CO.
HOMER GRIFFITH CO.

LOCAL GROUP SEEKS WKBB, IN DUBUQUE

WKBB, Dubuque, which four weeks ago had considered shutting down for the duration, has decided to remain on the air, according to Manager James Carpenter. Under the erroneous assumption that the FCC had decided to permit stations to suspend operation without prejudice during the war, Walter Klauer, president and majority stockholder, decided to cease operation Dec. 31 [BROADCASTING, Dec.].

Announcements were broadcast on the station to that effect. This resulted, according to Mr. Carpenter, in the receipt of large quantities of telegrams, letters and petitions asking the station to remain on the air. A few days later Mr. Klauer notified the FCC he was reconsidering.

Mr. Klauer is understood to have been anxious to withdraw from the station to devote all his time to his manufacturing concern engaged in war production. Negotiations for purchase of the station by Mr. Carpenter and a group of local businessmen are under way.

WKBB operates on 1490 kc. with 250 watts and is a BLUE affiliate. It was involved in litigation against FCC licensing of KDTH, Dubuque, contesting the grant on economic grounds. The case went to the Supreme Court where the FCC was upheld.

Johns Buying WOSH

NEGOTIATIONS are in progress for the sale of WOSH, Oshkosh, Wis., 250-watt outlet on 1490 kc. which first went on the air Jan. 1, 1942, to William Johns and his son, Miles. The elder Johns, former general manager of the *St. Paul Pioneer-Press* and *Dispatch*, is now head of Ridder-Johns, Chicago firm of newspaper representatives associated with the Ridder newspapers. His son is employed in the firm. The station, a BLUE outlet, would be purchased for approximately $50,000, with young Johns holding 55% of the stock and operating the station. It is now owned by Howard H. Wilson, head of the station representative firm bearing his name.

NEWSCASTS on the hour from 1 a.m. to 5 a.m. (EWT) have become a regular part of the WLW, Cincinnati, news service which is now an around-the-clock feature.

CHILDREN OF WTIC, Hartford, personnel, literally took over the station on a recent December morning when Nan Clarke played hostess to WTIC's younger generation during her *Women's Radio Bazaar*. The youngsters, who welcomed Santa Claus to Hartford, are back row (l to r), Joan Patricelli, daughter of Leonard J. Patricelli, assistant program manager; Judy and Fred Wade Jr., children of Fred Wade, heard as Zeke Peck on the *Wrightville Clarion* and assistant production chief of WTIC; Paul Lucas Jr., son of Production Chief Lucas.

Second row, Clive Cowper, son of Irwin Cowper of the commercial department; Santa Claus, in private life Announcer Tom Carr; Arthur and Kathleen Jarvis, nephew and niece of Miss Clarke; Joan Kingsley, daughter of Edward Kingsley, engineer.

Front row, Robert Patricelli, Joan's brother; Robert Lucas, another son of Paul Lucas, and Miss Clarke.

Vetters Heads WFTL

S. A. (Steve) VETTER, commercial manager of WIOD, Miami, and a veteran in Florida radio, has resigned to become general manager of WFTL, Fort Lauderdale, according to an announcement last week. Mr. Vetter will establish offices and studios in Miami supplementing those in Fort Lauderdale in preparation for the operation of the station on 710 kc. with 10,000 w. scheduled about Feb. 1. Miami quarters will be on Biscayne Blvd. at 16th St. Mr. Vetter succeeds R. M. Tigert, who resigned several weeks ago. WFTL, an MBS outlet, now operates with 250 w. on 1400 kc., and is owned by Ralph A. Horton, local business man.

Mr. Vetter

A. L. ALEXANDER'S *Mediation Board*, coincident with its shift from WHN to WOR, New York, Jan. 11, has been placed on Mutual as a regular weekly series, Monday, 9:15-10 p.m.

New Standard President

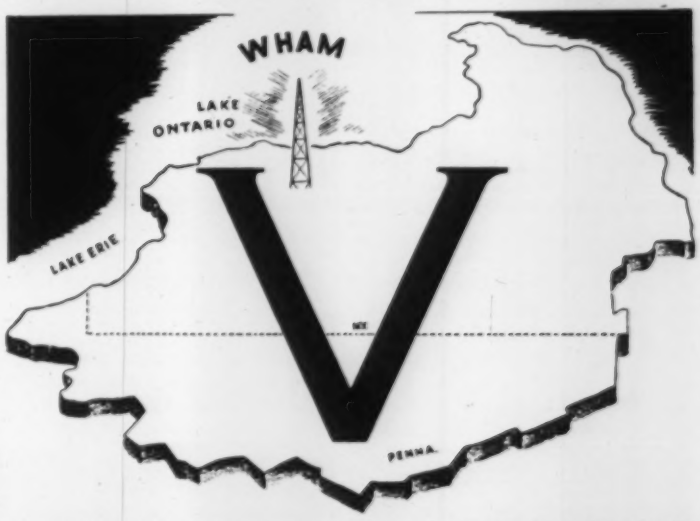
RALPH W. GALLAGHER, chairman of the board of Standard Oil Co. of New Jersey since last November, has been elected president and chief executive officer of the company, succeeding the late W. S. Farish. Eugene Holman, a vice-president and director of the company, was elected to membership in Standard's executive committee by the board of directors, which met last week. Named general sales manager of the company to succeed R. T. Haslam, recently elected a director, is A. Clarke Bedford, formerly assistant general sales manager.

KLX Staff Changes

WITH recent remodeling of studios, KLX, Oakland, Cal., announced several staff additions. Earle Caldwell has been appointed public relations director. Newcomers to the production department are Don Victor and Helen M. Camara. Added to the script department are Betsy Brown Porcher and Janet P. Bogert, formerly of Windsor Productions, New York. Robert Garner has joined the transmitter staff.

Atlass Buys Interest

EDWIN G. FOREMAN Jr., of the Foreman Co., station representatives, announced last week that Ralph L. Atlass, president of WIND-WJJD, Chicago-Gary, has acquired an interest in the Foreman Co., and will be active in the management of the firm. WIND is represented nationally by the Foreman Co.



EVERY DAY IS "V" DAY IN WHAMLAND

In WHAMland's 43 county primary area before the war were 5,305 factories with 307,863 workers . . . one of the factors helping then to make WHAMland a stable year 'round market.

TODAY those figures have been vastly increased. In Rochester alone 1942 employment was more than 50% higher than in '41. WHAMland is wholeheartedly in the war, turning out the tools of Victory.

WHAMland folks are prosperous. They are buying WHAM advertised essentials . . . and War Bonds, too . . . Bonds they will some day use to buy the products the names of which WHAM makes familiar to them today.

For sales today and for your sales of tomorrow, use WHAM's 50,000-watt, clear-channel coverage.

WHAM

ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

"The Stromberg-Carlson Station"

HAVE YOU SEEN HENRY
. . . The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation
MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge, Wakulla, Florida

WDRC
CONNECTICUT'S PIONEER BROADCASTER
HARTFORD'S THE SPOT . . .
. . . for your spot campaign. It's the major market of the country's richest state . . . neatly delivered to you at a low cost by WDRC . . . where there's one uniform rate for national, regional and local adcasters.
CBS

WTOC MEANS
We Threw Out Chests
Last month when the local Defense Savings Staff informed us they sold over $80,000 in Bonds in one day through a special promotion with the assistance of WTOC.
$$$ WTOC $$$
Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY

Where Sales Multiply
Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO. INC.

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
"New Hampshire plus Vermont won't give you WHBF's radio homes coverage."
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

War Broadcasting Extended by CCBS

Clear Channel Group Devotes 10% of Time to Government

THE GROWING scope of radio's war functions is recorded in a survey of one year's broadcasting since Pearl Harbor by the 1A Clear Channel stations.

The report, prepared by the Clear Channel Broadcasting Service, embraces the broadcast schedules of KDKA, Pittsburgh; KFI, Los Angeles; WBAP, Fort Worth; WFAA, Dallas; WGN, Chicago; WHAM, Rochester, N. Y.; WHAS, Louisville; WHO, Des Moines; WJR, Detroit; WLS, Chicago; WLW, Cincinnati; WOAI, San Antonio; WSB, Atlanta; WSM, Nashville; WWL, New Orleans. The survey covers the period from Dec. 7, 1941, to Dec. 7, 1942.

War Programs Increase

At the beginning of this country's active participation in the war, station programming was devoted primarily to spot announcements, news broadcasts and a limited degree of educational work on the background of war developments. As the year progressed, stations gradually began putting more and more showmanship and individual management into their war programs. This is illustrated by the different methods now employed by Clear Channel stations in the sale of War Bonds, scrap metal and rubber salvage collections, new stunts and shows for servicemen and in creating organizations of listeners to do many other activities for the war effort.

With the second year of war now under way, broadcasts related to the war have become one of the largest single types of programming on Clear Channel stations' schedules. Figures for the first year reveal a total of 63,606 spot announcements concerned with the war effort broadcast by CCBS stations, approximately 2,026 hours of locally originated live programs, 954 hours of locally originated and transcribed shows and 2,436 hours of network war shows.

Only Sustainers Counted

Although war programming is just a necessary function of radio in wartime, the hours devoted to war broadcasts by each station were more than 10% of its total broadcasting time. The total value of all time dedicated to the war effort, estimated on the basis of each station's card rates and discounts, but making no allowance for production and talent costs, runs over $4,400,000.

Programs and announcements used in the compilation of this survey were broadcast on a sustaining basis. No newscasts, sports programs and late-hour orchestra music—of interest and for the entertainment of practically all listeners—were included.

NAB Head Calls Petrillo Ban a Blo To Morale; Patriotic Music Stymie

By NEVILLE MILLER
President, NAB

FULLY five months have elapsed since James C. Petrillo put into effect his ban on electrical transcriptions and other types of musical recordings. Since Aug. 1, no new recordings have been made; in fact, few songs have been written during the intervening five months. Such inspiring events as the Battle of the Solomons, the North African campaign and the scuttling of the French fleet at Toulon, which ordinarily would have been celebrated in song, have gone unnoticed by the composers, and the inspirational values of new patriotic music have been lost to the people. The result is a distinct blow at the morale of the American people; and consequently to the war effort.

Industry Employed Thousands

The passage of time has made the claim on which Mr. Petrillo went to the public, namely, a claim of unemployment, even more patently absurd than it was on Aug. 1. It is recognized that the country at the present time faces manpower shortages. Even before 1942, however, the American Federation of Musicians had no legitimate issue of unemployment outside of a few large centers of population, and there is no evidence to show that recordings have ever thrown musicians out of work. The NAB has repeatedly pointed out that the radio industry, far from reducing employment of musicians, has provided continually expanding opportunities for their employment; and that musicians today have more employment in radio at better wages, than ever before.

From the broad social and economic viewpoint, it can be demonstrated that the invention of the phonograph and radio not only brought distinct cultural gains to all the people, but made possible the employment of several hundred thousand persons and hundreds of millions of dollars of capital.

NAB has demonstrated the speciousness of the argument that the record is responsible for unemployment among musicians. It is of course, obvious that in many industries machines have been invented which have caused men and women to lose their jobs. The phonograph, however, was invented more than half a century ago, before any union musician now alive had decided upon music as a career. The industries which make use of the phonograph or record can hardly be expected to assume a responsibility in perpetuity of providing jobs to men and women who elect instrumental music as a career.

Mr. Petrillo, on June 25, made public his order banning the making of transcriptions and recordings, beginning Aug. 1. At no time has he made any demands on the affected industries which they might accept or reject. Indeed it is possible that he has not even formulated the terms and conditions upon which he would permit his men to return to work.

The various points of view, as well as all the facts in the situation, are expected to be thoroughly explored by the subcommittee of the Senate Interstate Commerce Committee, headed by Senator D. Worth Clark (D-Idaho), whose investigation is scheduled to begin on Jan. 12.

Five months have seen no change in the ban; have emphasized the absurdity of Mr. Petrillo's claim of unemployment. And the musicians who used to make recordings are already out of pocket in the sum of $1,000,000 to $2,000,000.

To Film 'Command'

FILM VERSION of *Command Performance*, Army program shortwaved to the AEF, will be produced by a new Hollywood independent company now being formed. Headed by Myron S. Marks, formerly partner of Marks Bros. Theatre Circuit, Chicago, and Jule Styne, songwriter, the firm has acquired film rights to the shortwave radio program June 28, it was said. Picture will combine both drama and music. It will relate story of the program from its inception, dramatizing wartime conditions under which the AEF receives the show. Actual production starts following conferences by Marks with Government officials.

WHCU
"National Spot Business"
1942
1941
NATIONAL SPOT BUSINESS
UP OVER 100%
ABOVE LAST YEAR . . .
There are many reasons. Probably the most important is that WHCU CONSISTENTLY PRODUCES RESULTS!
A Rich Central New York Market
870 Kilocycles
CBS
WHCU
1000 Watts
ITHACA, N. Y.

Special Programs For Overseas Men

Navy-OWI Broadcasts Beamed to All War Theatres

HOME TOWN news is featured in two new programs beamed to Navy and Marines personnel overseas and begun recently through cooperation of the Navy's Public Relations radio branch, headed by J. Harrison Hartley, and the OWI Overseas Forces Division, of which Louis G. Cowan is chief.

The Navy program, *Calling the Navy*, is a daily quarter-hour, recorded by the OWI and transmitted at various times on shortwave stations to all theaters of operations. It contains local news items and notes of interest to naval personnel.

Designed for the Southwest Pacific area only, *Tell It to the Marines* is aired by KGEI, San Francisco, at 1:05 a.m. (PWT), immediately following KGEI's regular newscast, Tues., Thurs. and Sat. This program follows the Navy show in format, although Marine combat correspondents have been asked to provide material and keep Washington headquarters posted on the type of news the Marines want.

Greetings from Adm. Ernest J. King, Commander-in-Chief and Chief of Naval Operations, the Hon. Ralph A. Bard, Assistant Secretary of the Navy, and Lt. Gen. Thomas Holcomb, USMC, commandant, were broadcast on all Navy programs Jan. 1 and 2. The *Calling the Marines* broadcast started Jan. 5.

Pall Mall Changes

AMERICAN CIGARETTE & Cigar Co., New York (Pall Mall), with broadcast of Jan. 11 increases to quarter-hour and shifts the Gracie Fields program on 126 BLUE stations, Monday through Friday, 9:55-10 p.m. to 10:15-10:30 p.m. Besides Miss Fields and Harry Sosnik's orchestra, program features the Sportsmen Quartet. Don Hancock announces. Sam Pierce is Hollywood producer of Ruthrauff & Ryan, agency servicing the account. Chuck Lewin represents the network.

CBS Signs With Radio Writers

RADIO WRITERS GUILD, Chicago, has signed a contract with CBS covering the continuity and news writers providing for wage increases ranging from ten to 15% over present salaries. Contract, pending approval of the War Labor Board, is retroactive to Oct. 1.

1887 Ira L. Grimshaw 1943

IRA L. GRIMSHAW, 55, assistant general counsel of NBC, died suddenly of a heart attack at his home in Scarsdale, suburb of New York City, on New Year's Day. He had been with NBC for 10 years, located in the company's New York offices, with A. L. Ashby, vice-president and general counsel.

Born May 31, 1887, in Denver, he moved to San Francisco at an early age and in his teens, to Santa Fe. Graduated from the U of Michigan with the degrees of A.B. and LL.B., he returned to New Mexico to practice law, later becoming clerk for the Supreme Court of New Mexico.

Moving east, Mr. Grimshaw was associated with the late Stephen Brooks Davis, formerly Justice of the Supreme Court of New Mexico, as assistant counsel for the National Electric Light Assn. He was also assistant to Judge Davis when the latter had charge of radio licenses when these were administered by the Department of Commerce. He was subsequently associated with Judge Davis in general law practice in New York until the Judge's death in 1933, following which he became a member of the legal staff of NBC.

During his decade at NBC, Mr. Grimshaw devoted himself chiefly to legal problems arising in the network's sales and program talent divisions and he was also in close touch with legislative matters pertaining to radio and with the industry's union negotiations.

MR. GRIMSHAW

Mr. Grimshaw served as a major in the Army in World War I.

He is survived by his widow, Mrs. Beatrice Grimshaw, and by two sons, Robert and Thomas, both students at the U of Michigan. Funeral services were held at Scarsdale on Jan. 3 and were in part conducted by the Masonic Lodge of which Mr. Grimshaw was a high ranking member.

P&G Adds Stations

PROCTER & GAMBLE Co., Cincinnati, on Jan. 18 will increase the station lineup for four of its Monday through Friday daytime serials to the full NBC network of 128 outlets. Programs affected are: *Road of Life* (Duz), 11-11:15 a.m., currently on 80 stations; *Vic and Sade* (Crisco), 11:15-11:30 a.m., on 73 stations; *Right to Happiness* (Ivory Soap), 3:45-4 p.m., on 81 stations, all handled by Compton Adv., New York. Also *Ma Perkins*, (Oxydol), 3:15-3:30 p.m., now on 84 stations, placed by Blackett-Sample-Hummert, Chicago.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Ralph B. Huber

RALPH B. HUBER, 54, president and general manager of the Petersburg Newspaper Corp., licensee of WPID, Petersburg, Va. and publisher of the *Petersburg Progress-Index*, died Jan. 4. He is survived by Paul S. Huber, president of Norfolk Newspapers Inc., publishing the *Norfolk Virginian-Pilot* and *Ledger-Dispatch*, with which WTAR is affiliated, and co-owner of the *Richmond News-Leader* and *Times-Dispatch*, with which WRNL is affiliated. He was a veteran of the AEF in the last war and had held the Petersburg post since 1919 except for six years as business manager of the *Richmond Times-Dispatch*.

Quaker Oats Newscast

QUAKER OATS Co., Chicago, has purchased Prescott Robinson's five-minute early morning newscast on WOR, New York, six days a week with commercials for Quaker Oats and Aunt Jemima Pancake Flour on alternating days. Agency for Quaker Oats is Ruthrauff & Ryan, Chicago; for Aunt Jemima, Sherman K. Ellis & Co., Chicago.

More Stern Shorts

BILL STERN, NBC sportscaster who recently renewed his contract with Columbia Pictures Corp. for a series of shorts, has signed two additional contracts with film companies. He has signed for two more years with M-G-M's "News of the Day," and will do a Universal feature to be produced by Walter Wanger under the title "They've Never Been Licked."

In Radio .. nothing succeeds like **RESULTS!**

. . . and in New York, no station has ever so quickly and firmly established itself with alert advertisers—both local and national—as *WLIB*. The answer is RESULTS—checkable, traceable, demonstrable RESULTS in *volume* out of all proportion to the extremely low cost!

. . . AND WLIB IS STILL MAINTAINING THE LOWEST RATE FOR EFFECTIVE COVERAGE OF THE NEW YORK BUYING MARKET.

RKO Building, New York
Chicago Representative—THE WALKER CO.

NEW YORK'S

WLIB

"THE VOICE OF LIBERTY"

Clear Channel - 1190 on your dial

Sales Up in Strike

(*Continued from page 14*)

cerpts from some of the answers follow:

Bernard Estes, director of public relations, WINS: "This story is as unfair as it is inaccurate . . . to my knowledge no radio station in New York deliberately went out and solicited accounts that were currently running in the newspapers—thereby taking advantage of a fellow advertising medium in distress. The amusement field (restaurants, theatres and movies), which did increase its use of radio, found it to be so successful that a good portion of the temporary business has become permanent without affecting the amount being done with the newspapers; in other words, the amusement field is spending more money for advertising without decreasing its newspaper appropriation—so that while radio has gained, newspapers cannot claim that they have lost anything."

Most Stores Sat Tight

Hugh Kendall Boice, vice-president, WQXR: "Bloomingdale's, which was already on the station on a regular schedule, bought some additional time. But most of the other stores and specialty shops simply sat tight, thinking every morning and afternoon that the strike would be over. We have checked on the effect of the newspaper strike on the theaters and motion picture houses through an agency here which handles a lot of this advertising, Kayton-Spiero Co. The motion picture houses had no falling-off at all; in fact, they were very busy. They were the ones who bought most of the time on stations here. The theatres always note a falling-off in business during the few days before Christmas."

Edgar Kobak, executive vice-president of the BLUE, said that WJZ, BLUE station in New York, made no effort to go after department store advertising during the strike. When one medium is in trouble the other media should help out and not go in competitively, he said, adding he would ignore attacks of the Munger variety as not typical of the views of the newspaper industry.

WHN's answer to Mr. Bacon had not been completed as BROADCASTING went to press, but Herb Chason, WHN promotion manager, pointed to the Federal Reserve figures showing the department store sales increase as an answer to the newspaper stories.

When "Random Harvest" opened at Radio City Music Hall on Thursday, without the usual three-day newspaper advertising but with only radio promotion, crowds swamped the lobby more than an hour before the first show began.

Sherman D. Gregory, general manager, WEAF, said: "When the strike was called we immediately increased our news periods as much as possible . . . the amusement industry, plus Curtis Publishing Co., immediately contracted for live spot announcements on a day-to-day basis and have since continued to buy announcements on WEAF. . . . After the first 24 hours three department stores asked for rates for 15-minute periods in case the strike went on.

"When the strike entered its third day, the *New York Herald-Tribune* asked WEAF for a 15-minute period in which to inform radio listeners what would be in the next day's issue of the *Herald-Tribune*. That afternoon the strike was called off, but the *Herald-Tribune* had been prepared to buy a 15-minute spot, write the copy for this period and have it read by one of our announcers."

LA PALINAS IN HAND, these three gentlemen go over the contract which appoints Schwimmer & Scott, Chicago, as agency for the Congress Cigar Co. (La Palina) account. They are (l to r), David A. Jenks, vice-president of Congress Cigar Co., Newark; R. J. Scott, partner of Schwimmer & Scott, Chicago; Lou Colen, treasurer of Congress. Company is currently using one-minute spot announcements on midwestern stations.

MARK GREGORY, formerly an announcer of WMCA, New York, WFIL, Philadelphia, WNAC, Boston, and WCPO, Cincinnati, has joined WLW-WSAI, Cincinnati, replacing Howard Woodard, announcer who has joined the armed formes.

HITLER JAMMING SHORTWAVE BEAM

INDICATING that United Nations news broadcasts are having their effect upon Germany and occupied Europe, the Nazis last week opened a wavelength "jamming" campaign described in a Jan. 1 United Press dispatch as "one of the greatest ether offensives of the war". The dispatch said they were attempting to jam every foreign broadcast which might disclose the extent of Germany's setbacks.

While Propaganda Minister Goebbels' commentators maintained a strategic silence on the Russian war, Nazi jamming transmitters attempted to reduce all foreign broadcasts to a jumble of noise.

They concentrated particularly on German-language broadcasts by the Moscow radio, but also attempted to block British broadcasts to Sweden, which hitherto have been untouched, and Swedish transmission to Europe.

The Nazis' jamming efforts indicated new fears of cracks in the German home front, where foreign broadcasts apparently are still being heard, despite the severe penalties which long have been imposed upon persons caught listening. British radio engineers reported, however, that their broadcasts were getting through to Europe despite the Nazis' efforts.

Va. Rounds on WOR

BENSON & HEDGES, New York, added a fourth program on behalf of Virginia Rounds cigarettes in the New York area Jan. 12 when it took over sponsorship of *John Gambling Musical Clock* on WOR, New York, Tuesday, 7:15-8 a.m. In addition to sponsoring news analyses by Paul Schubert five times weekly on six MBS stations, Benson & Hedges also uses a weekly quarter-hour musical program on WJZ, titled *Songs America Loves*, dedicated to the Sunday evening officers' tea dances at the Hotel Plaza, New York, and a six-weekly news program on WEAF. Agency, Duane Jones Co., New York.

New Kroger Show

KROGER GROCERY & BAKING Co., Cincinnati, is combining news and a dramatic show in its transcribed serial drama, *Mary Foster — The Editor's Daughter*, the Ralph H. Jones Co., Cincinnati, agency for Kroger, announced. Setting of the weekday program is the newspaper office of a small New England village to which comes world news of Associated Press, United Press, Wide-World, International News Service and Reuters. The editor and his daughter bring news of vital interest to their people and seek to guide their community life.

STOVIN & WRIGHT Ltd., Toronto, has been appointed exclusive representative in Canada for CJGX, Yorktown, Sask., and CFPR, Prince Rupert, B. C., and Joseph Hershey McGillvra has been appointed exclusive United States representative for CJGX, it was announced by Stovin & Wright at Toronto.

kglo
MASON CITY, IOWA
Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?
DIP INTO THE PORK BARREL MARKET
THE Pork Barrel MARKET
NOW 5000 WATTS
Old 1000 watt rates are still in effect
CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

WPB to Get AFRA Pacts This Week

10% Salary Raise Provided; Nets, Union in Accord

AMERICAN Federation of Radio Artists expects to submit its revised network sustaining contracts to the War Labor Board for approval sometime this week. Attorneys for the networks and AFRA, in a meeting last week, agreed on the final form of the new contracts, which were sent out by the union to broadcasters for signatures.

"The alterations were changes of expression and not of content," said Emily Holt, AFRA executive secretary. She added that the meeting adjourned on a note of complete agreement and that signing the contracts is now only a formality.

The four AFRA locals whose members are affected by the contract revisions—New York, Chicago, Los Angeles and San Francisco—have approved the new terms, so that when the contracts come in from the broadcasters AFRA will sign them and submit them to the WLB, probably early this week.

This is necessary because the contracts call for a 10% increase in the minimum scales for the employment of radio artists on sustaining programs on the nationwide networks and key stations. All wage increases must be approved by the WLB before they are put into effect, under the Government's wage stabilization program.

AFRA board on Thursday approved contracts negotiated by the union with WCAE, Pittsburgh, and WJWC, Chicago. Both are new contracts and standard AFRA documents with wages and conditions for artists and announcers at each station on a par with other stations of similar rating in their communities. WCAE contract runs for one year. WJWC contract expires Nov. 1, common expiration date of most AFRA contracts with Chicago stations.

Ray Jones, secretary of the AFRA Chicago local and a member of the union's national board, has enlisted in the Army and enters officers' training school Jan. 15. Vic Connors, field representative of AFRA, has been notified to report for induction on Jan. 29.

AIDING in conservation of rubber and gasoline, Producer Don Bernard of the *Blondie* programs, sponsored by R. J. Reynolds Tobacco Co. on CBS for Camels, has eliminated the Sunday night readings and increased the length of the Monday rehearsals. Saving amounts to 150 miles of driving weekly for the cast of the program.

NEW 52-WEEK CONTRACT for 125 one-minute announcements a week, Monday through Friday, participation in 15-minute live musical program Monday through Saturday, a 15-minute newscast Monday through Saturday was signed recently by (l to r) Cecil H. Hackett, managing director of WINS, New York, and Ben Tucker, president of Hudson Bay Fur Co. Contract, which was placed through Sidney Robbins Agency, Brooklyn, is effective Jan. 5. Radio was first used by the Hudson Bay Fur Co. in 1942 with 70 spots a week on WINS.

AGENCY Appointments

RICHARD HUDNUT Inc., New York, to Kenyon & Eckhardt, New York, for Richard Hudnut Salon and Du Barry Success School. No radio contemplated at present.

PHILADELPHIA TRANSPORTATION Co., Philadelphia, to Ivey & Ellington Inc., Philadelphia, effective Jan. 1.

MYSTIC LABS., Jersey City, subsidiary of American Home Products, Jersey City, to Erwin, Wasey & Co., New York, for cosmetic products. No radio contemplated at present.

R. M. HOLLINGSHEAD Corp., Camden, N. J. (Whiz products), to Aitkin-Kynett Co., Philadelphia, for Whiz auto products, Household Division, Industrial Division and Export Division.

KELLY-SPRINGFIELD TIRE Co., Cumberland, Md., to Compton Adv., New York. Media plans not set.

JACOB REED'S SONS, Philadelphia (men's clothing), to Seberhagen Inc., Philadelphia. Said to use radio.

CATALANIA CITRUS Co., Anahein, Cal. (Drop-o-Lemon Juice), to Harry M. Frost Adv. Agency, Boston. Said to use newspapers and radio.

DAVIS & CATTERALL, New York (cotton goods), to Lester Harrison & Assoc., N. Y. Said to use direct mail, dealer helps, window display and radio.

EVER-FLO SALES Co., Cleveland (antifreeze), to Ohio Adv. Agency, Cleveland. Newspapers and radio.

FRANKLIN CHEMICAL Co., Rochester, N. Y. (Trig Sani-Garb), to Brewer-Hayes, Rochester. Said to use newspapers, posters and radio.

QUAKER OATS Co., Chicago (Aunt Jemima dehydrated soup), to Sherman K. Ellis & Co., Chicago.

J. A. FOLGER & Co., San Francisco (coffee, tea), to Grant Adv., Chicago.

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural equipment), to Compton Adv., New York. No advertising plans at present.

ROBERT REIS & Co., New York (men's wear), to Ruthrauff & Ryan, New York and other offices. No media plans announced as yet.

DOUGLAS AIRCRAFT Co., Santa Monica, Cal., to Essig Co., Los Angeles.

Ranger's Tenth

THE COWBOY of the air, the Lone Ranger, celebrates a decade of broadcasting with the Jan. 20 program on 65 BLUE stations, sponsored by General Mills Inc., Minneapolis, for Cheerioats thrice-weekly 7:30-8:00 p.m. Program was begun in 1933 under the supervision of George W. Trendle, president of the King-Trendle Broadcasting Corp., Detroit, who with John H. King founded WXYZ in 1929. Fran Striker has written scripts since the series started.

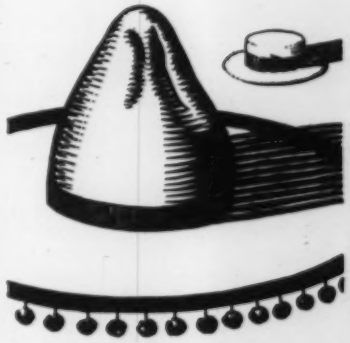
Agency Names Weber

GEORGE WEBER, for five years manager of the Seattle office of Mac Wilkins & Co., Portland agency, has been made a partner in the firm, which will be known as Mac Wilkins, Cole & Weber. Mr. Weber has been with the agency since 1930. Arlyn Cole, third partner of the firm, has been appointed a chief specialist in the Navy and is on leave of absence.

Blue Names All-Stars

THE All Players All America Football Team for '42, for ten years a feature of *Liberty* magazine, became a BLUE Network feature for the first time Dec. 30 when Norman Sper presided over a specal BLUE broadcast. It was the first time in history that this award has ever been made by a radio network. Each player was presented with a gold football.

for Greater COVERAGE



LEHIGH VERTICAL RADIATORS

LEHIGH STRUCTURAL STEEL CO.

You'll Really Go Places in the Intermountain Territory in '43 with NBC's Parade of Stars over this station

KDYL

The POPULAR Station

JOHN BLAIR & COMPANY

UTAH'S ONLY NBC STATION

WINS NEW YORK

CP 5,000 WATTS • 1000 KC

NEW YORK'S BEST SPOT BUY!

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

FTC Holds 17,925 Commercial Scripts for Further Scrutiny

Broadcasters Cooperate by Submitting Million Continuities for Review in Fiscal Year

DURING the fiscal year 1942, the Federal Trade Commission's Radio & Periodical Division marked 17,925 commercial broadcast scripts for further study as containing claims that might be false or misleading, according to the FTC's annual report made public Jan. 6.

The figure compares with 18,221 periodical advertisements noted as containing claims that appeared to be false or misleading.

Drugs Lead

Broadcasters cooperated with the FTC in submitting continuities for examination, the report states. The Commission staff received 1,053,875 commercial broadcast continuities during the fiscal year and examined 1,001,450. The continuities received amounted to 2,032,417 pages, with 1,912,725 pages examined. These consisted of 1,416,606 pages of individual station script and 13,119 pages of script representing the built-in commercial portions of transcription recording productions destined for broadcast through multiple pressings. An average of 6,230 pages of script was read each working day.

Of the radio and periodical cases, 86.5% resulted from the routine survey of advertising material and 13.5% came from complaints or information received from other Government agencies, competitors and other members of the public.

Breaking down questioned continuities by types of products, the FTC found that 75.6% were in the food, drugs, devices and cosmetics class. These are divided into human food 10.6%; animal food 2.9%; drugs 44.3%; cosmetics 15.4%; devices 2.4%. Other products are: Specialty and novelty goods, 5.4%; auto, radio, refrigerator and other equipment 1.3%; home study courses 1.6%; tobacco products 1%; gasoline and lubricants .9%; poultry and livestock supplies and equipment .2%; miscellaneous, including apparel, fuels, house furnishings and building materials 14%.

Fewer Pending Cases

During the year the FTC sent questionnaires to advertisers in 432 cases and to advertising agencies in 36 cases, and accepted 219 stipulations involving radio and periodical advertising, of which 27 were amended, substitute or supplemental stipulations.

A total of 451 cases received Commission handling under its methods of procedure. Of this number, 207 cases were considered settled upon receipt of reports showing compliance with previously negotiated stipulations. In 17 cases the FTC waived compliance reports. Of the remaining 227 cases, 208 were closed without prejudice to the right of the Commission to reopen if warranted by the facts.

Of these 208 cases, 99 were for lack of jurisdiction or lack of evidence sufficient to establish a violation of law, 94 because of discontinued business and practices or insufficient public interest, 15 because corrective action by the Post Office Dept. made further action by the Commission unnecessary, and 19 supplemental investigations were filed without action for various reasons.

In addition, the Commission in 42 cases directed issuance of complaints, 31 because advertisers failed to stipulate and 11 because of violations of previous stipulations. Field investigations were ordered in 28 cases and 779 radio and periodical cases were pending July 1, 1941, as against 726 on June 30, 1942.

Among FTC activities last year are included surveys, analyses, summaries and reports to various United States agencies covering advertising having relation to the war effort, armed services, price trends, rationing, priorities and other war-related topics. Possible violations of the Code of Wartime Practices for American Broadcasters as promulgated by the Office of Censorship were transferred to the FTC.

* * *

Errors in Morehouse Article

IN AN ARTICLE by PGad B. Morehouse, director of the Radio & Periodical Division, Federal Trade Commission, which appeared in the Dec. 28 BROADCASTING, two errors appeared. In a paragraph dealing with Commission procedure, the word "high" appeared as "low". This paragraph, at the bottom of the first column, page 15, should have read:

"That the Commission never proceeds except after a careful investigation into the facts and law of the case has been demonstrated by the extremely high percentage of court affirmances of its decisions on appeal therefrom."

An entire line of manuscript was omitted from a sentence in the middle of the second column. The sentence should have read:

"About 85% of such advertising cases as are deemed to warrant corrective action are settled after informal conference by voluntary stipulations on the part of the advertiser and his agency to discontinue the unfair and deceptive claims with no expense whatever for litigation."

PLEDGING SUPPORT to the National Foundation for Infantile Paralysis campaign, now under way, members of the New York Foreign Language Broadcasters Committee met recently for lunch at the Hotel Roosevelt to discuss plans. Seated were (l to r): Jacob F. Lurch, director, United Peoples Division; Edward A. Powers, director, Greater New York division of the Foundation; Joseph Lang, general manager of WHOM, New Jersey, and chairman of the Committee; Henry Greenfield, manager of WEVD; Norman Warembud, program director of WBYN, Brooklyn, while standing, in the same order, are Ralph Weil, manager of WOV; Edward Ervin, production manager of WBNX; Fra... Coll, press agent; Sy Samuels and Beverly Kelly, handling publicity.

NBC Midwest Setup

A STAFF Operations Committee in NBC Central Division has been organized along the same lines as a similar group in NBC New York to assist in determination of operating policies and to integrate network action and procedures, it was announced by Harry C. Kopf, vice-president and general manager of NBC Central Division. The group includes heads of the network's departments: William Wardell, network sales, chairman; Leonard Anderson, assistant office manager; Eric Danielson, traffic; E. A. Stockmar, sales traffic; Charles Urquhart, production; Phil Steitz, national and local spot sales.

Pro-Ten Test

WARFIELD Co., Chicago, Thomson & Taylor Division, plans to use spot radio in testing Pro-Ten, a meat extender, in midwestern markets. Company is using space in midwestern newspapers. Product is made of soy meal and oats and is used with hamburger, hash, etc. Agency is McJunkin Adv. Co., Chicago.

THE FTC has charged C. H. Stemmons, trading as C. H. Stemmons Mfg. Co., with falsely representing health and corrective qualities of "Arch-Flow Arch-Ezurs" in newspaper, magazine and other media advertising.

KFDM lights the way to super sales . . . Through a full coverage of the Gulf Coast area, that rich war industries market, KFDM brings you assurance of increased attention and sales.

BLUE NETWORK
KFDM
BEAUMONT
REPRESENTED BY HOWARD H. WILSON CO.

"This program has met with favorable response from our listeners, and the announcers are enthusiastic." WJPF

● More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

HIGH ON THE SHOULDERS of his co-workers sits R. Morris Pierce, chief engineer of WGAR, Cleveland, at a going-away party in his honor. He is headed for an OWI assignment abroad. Supporting Morris (l to r) are engineers Walt Widlar and Bill Slater. Peering under Pierce's arm is Harry Camp, sales manager. At right is Sereno Smith, engineer.

McCurdy to Capital

ROBERT G. McCURDY, veteran radio engineer associated with Graybar for nearly two decades, last week joined the Army & Navy Electronic Production Agency in Washington as production engineer. He retired from Graybar by virtue of 37 years' continuous service. Mr. McCurdy was manager of the Western Electric products department of Graybar, at St. Louis, when he joined the Government bureau. His superior is Fred R. Lack, director of ANEPA, on leave from his post as vice-president of Western Electric in charge of production and specialty products. Before going to St. Louis, Mr. McCurdy was with Graybar in New York and prior to that was manager of the Western Electric Products Co. in St. Louis.

Mr. McCurdy

Engineers' Pay Boost

AFTER several months of negotiation, the National War Labor Board has approved and authorized an agreement signed by KMPC, Beverly Hills, Cal. with Los Angeles Local No. 40, IBEW, which calls for improved working conditions and a $40 per month salary increase for station technicians, the increase retroactive to Aug. 15. Original agreement between station and union was signed last Oct. 14.

KDKA Post to Kenney

TED KENNEY has been named chief engineer of KDKA, Pittsburgh, to replace Dwight A. Meyer, who has assumed the duties of technical manager of all Westinghouse stations. Mr. Meyer replaces Joseph E. Baudino, assigned to supervise industrial installations for a newly-developed Westinghouse process of electronic tinplating.

Higgins Joins Navy

HAROLD HIGGINS, for the last ten years master control room engineer of WCAU, Philadelphia, has joined the Navy as a warrant officer. He reported last week to the Naval Research Station at Anacostia.

in the CONTROL ROOM

LOUIS VALENTINE, formerly with WRUL, is now with the control room of WAAB, Worcester. Fred Ricker, studio engineer of WAAB, recently married Miss Dorothy Neal, of Eastport, Me. Gerry Hession, W43B FM transmitter engineer, and George Johnson, same position, recently became the fathers of a boy and girl, respectively. Elmer Blanchard, formerly of WEIM, Fitchburg, Mass., and Leo Farrenkopf, new to radio, have joined the engineering staff of WAAB.

EDWARD OATES, former chief engineer of WINS, New York, now an Army private stationed at Fort Dix, N. J., on Jan. 2 in New York married Dorothy Kirsten, soprano with the Chicago Civic Opera Co. and protege of Grace Moore, operatic singer.

ROY BRIDGEMAN, of the WWJ, Detroit, engineering staff, is now a first lieutenant in the Army Signal Corps.

ERNEST BERRY has joined the control room staff of WKZO, Kalamazoo-Grand Rapids. Willis Jenkins, has joined the WKZO transmitter staff.

ROSS F. DEROY, formerly on the engineering staffs of WWDC and WMAL, Washington, has joined the engineering staff of WJSV, Washington.

PATRICIA MARIE PAPE recently joined the control room staff of WHO, Des Moines, as its first feminine member.

Easy Pickin'

WAIR is famous for its quick results. That's because WAIR has the listeners and the listeners' confidence. Add to this the exceptional income of Winston-Salem workers and you have a golden combination.

WAIR

Winston-Salem, North Carolina

WTTM Strike Contract Negotiated With IBEW

STRIKE of employes of WTTM, Trenton, over salaries and wages [BROADCASTING, Dec. 28], was settled Dec. 30, according to the IBEW. Participating in final conferences between A. Harry Zorg, WTTM general manager, and Lawson Wimberly, IBEW representative, was U. S. labor conciliator, William M. Margolis. Agreement provides for return of employes to positions without prejudice; recognition of IBEW as exclusive bargaining agency with closed shop; payment in full of current wages weekly; negotiation with the IBEW for a collective bargaining agreement by Jan. 15, with provision that the matter will be referred to an arbitration board failing settlement by Feb. 1. Arbitration procedure is established.

NLRB-WOW Ruling

IBEW Local Union B-305 has been named collective bargaining agent for all technical employes of WOWO-WGL, Ft. Wayne, as the result of an NLRB decision handed down Dec. 29. The action was taken in connection with negotiations under way on a renewal contract for technicians at the station, IBEW representatives in Washington explained.

HAROLD SPENGLER has been named chief engineer of WAIM, Anderson, S. C., succeeding William P. Callahan.

DeWitt to Signal Corps

JACK DeWITT, chief engineer of WSM, Nashville, who has been on loan to the Bell Labs., last week reported to the Army Signal Corps, Washington, as special consultant to the Chief Signal Officer. Two other WSM engineers, John Campbell and Arthur Omberg, already are on duty as civilian consultants with the Signal Corps in Washington. Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public relations radio branch, and Capt. Jack Harris, radio branch executive officer, were once at WSM.

ALFRED J. RAPER, formerly of WJAG, Norfolk, Neb., has joined the engineering staff of KLZ, Denver.

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

. . . IN THE DETROIT AREA THEY

Listen!

TO

800 kc.

CKLW

5000 WATTS DAY and NIGHT

MUTUAL BROADCASTING SYSTEM

Cox Asks Probe

(Continued from page 11)

were identified with war service regulations and 15 were temporary. Of the aggregate, 1,093 were in Washington and 1,169 in the field.

Compiling Data

The FCC already is working on its justifications for the new appropriation, compiling data of the character usually requested by members of the Appropriations Subcommittee, of which Rep. Woodrum (D-Va.) is chairman. Rep. Wigglesworth (R-Mass.) persistently has requested the Commission to furnish the committee with detailed information on station sales and transfers and on certain aspects of network operation.

Last March, Chairman Fly made two appearances before the House Rules Committee and denied knowledge of any effort to block passage of the resolution. There were fireworks aplenty then. It was strongly indicated that the Administration, because of the pressure of war activity and emergency legislation, preferred to avoid an inquiry. Subsequently, hearings were held before the House Interstate & Foreign Commerce Committee on the Sanders bill for reorganization of the FCC, but the measure died with the adjournment of the last session.

TEXT OF COX RESOLUTION

FOLLOWING is the full text of the resolution (HRes.-21) introduced Jan. 6 by Rep. Eugene E. Cox (D-Ga.) for an investigation of the FCC, which was referred to the House Rules Committee:

RESOLVED, That there is hereby created a select committee to be composed of five members of the House to be appointed by the Speaker, one of whom he shall designate as chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

The committee is authorized and directed to conduct a study and investigation of the organization, personnel, and activities of the Federal Communications Commission with a view to determining whether or not such Commission in its organization, in the selection of personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and the public interest.

The Committee shall report to the House (or to the Clerk of the House if the House is not in session) at the earliest practicable date during the present Congress the results of its investigation, together with such recommendations as it deems desirable.

For the purposes of this resolution the committee is authorized to sit and act during the present Congress at such times and places within the United States, whether or not the House is sitting, has recessed, or has adjourned, to hold such hearings, to require the attendance of such witnesses and the production of such books, papers, and documents, and to take such testimony, as it deems necessary. Subpoenas may be issued under the signature of the chairman of the committee or any member designated by such chairman or member.

FCC Changes Identification Rules For Non-Standard Broadcast Stations

APPLYING TO SERVICES other than standard broadcasting, the FCC last Tuesday adopted regulations pertaining to announcement of call letters for station identification. All standard stations, under existing regulations which are in no wise altered, are required to announce call letters at half-hour intervals except under conditions where a continuous program service would be interrupted. The new regulations, applicable to such services as television, FM, developmental, relay and studio-transmitter service require call letter announcements at least every hour. Following is the text of the public notice:

Adopted Section 2.65, relative to the announcement of call letters, which reads as follows:

"Section 2.65. Station Identification. When not required to identify itself by some other provision or provisions of the Rules and Regulations, every radio station shall identify itself by its regularly designated call letters as follows:

"1. Every station operating in the broadcast service shall transmit its call letters at the beginning and end of each period of operation, and, during operation, at least once every hour.

"2. Every station used for other than broadcast service shall transmit its call letters at the end of each transmission, and at least once every 15 minutes during an exchange of communications."

The Commission also adopted Sections 4.27 and 4.38 providing for station identification by relay and ST (studio transmitter) broadcast stations, as follows:

"Section 4.27. Station Identification. Each relay broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.

"Section 4.38. Station Identification. Each ST broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.'

Now Lt. Col. Hill

LUTHER L. HILL, vice-president of the Iowa Broadcasting Co., and station manager of KSO-KRNT, now on leave of absence while in the military service, has just been promoted from major to lieutenant colonel. Col. Hill is now on duty at the Army Air Forces Replacement Center, Miami Beach, Fla. He is a West Point graduate and a veteran of World War I.

Equal Time Issu Debated by Hous

Control of Air Commentato Urged by Two Members

REVIVAL of the perennial iss of equal time for discussion public questions developed with t convening of the new Congre last Wednesday, with two mem bers of the House unburdening commentators and commercials.

Reps. Rankin (D-Miss.) a Mundt (R-S.D.) agreed that le islative steps to control comme taries would be desirable, but th offered no precise formula. Vari tions of the equal time issue ha been raised during every rece session of Congress. Mr. Rank loosed a tirade against "a fe flannel-mouthed propagandist He said Congress is constant "abused, maligned and vilified ov the radio" and asserted this w one of the problems it would ha to meet.

"As far as I am concerned, I a in favor of making arrangemen whereby we may either have a n tional radio system or time divis between the two sides of be House and Senate, in order th members and Senators may go the radio and speak to the Ame can people on issues that confro the Congress, and thus offset a l of the propaganda and insinuati that are being spread by a fe flannel-mouthed propagandists wh are doing more to destroy Ame can institutions than they are t spread public information."

Shaw in U. S. Post

DONALD S. SHAW, general ma ager of WMCA, New York, ha been granted an indefinite leave absence from th station to go in special Govern ment work, n ture of which undisclosed. Ac cording t WMCA, Mr Shaw's duties wi be absorbed b E. E. Anderso president of th station.

Mr. Shaw

WPAY Manager to Nav

RALPH H. PATT Jr., manage of WPAY, Portsmouth, has bee appointed a lieutenant (jg) in the Navy, and reported for duty Jan. 1 at the naval training station at Noroton Heights, Conn. Paul Wagner, with WPAY since 1936, covering sports, special events and handling newscasts, has been ap pointed acting manager durin Mr. Patt's absence.

Mr. Patt

WJZM Joins Mutual

WJZM, Clarksville, Tenn., on Fe 1 will become an affiliate of Mutua bringing the network's total o lets to 212.

WHAT'S WHAT IN Boston

17.

WCOP has a plan and program to fit your very needs . . . yours for the asking.

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

A BILLION-DOLLAR MARKET SURVEYED

—vital facts disclosed

Iowa farmers this year will reap their biggest harvest in years. Do you know how *best* to reach them via radio? The new "Summers-Whan" Iowa radio audience survey gives the *whole* story—station, time and program preferences, listening trends—all the facts you need to sell this rich market. The fifth of a continuing survey, the best of them all!

Write for your copy—it's free!

WHO

Address Dept. 5W

Des Moines 50,000 watts

Where But

WSYR

SYRACUSE

Can You Get a Basic NBC Red Station Covering Central New York?

Radio Alert When Floods Threaten

Ohio Valley Stations Remain On Job as Waters Rise

RECALLING the emergency job radio performed in the disastrous 1937 Ohio valley flood, stations in affected areas during the recent high-water scare were prepared for any eventuality.

In Wheeling, W. Va., WWVA, operating on a 24-hour basis, kept listeners informed on the condition of the swollen Ohio with bulletins at half-hour intervals.

Portsmouth, O., one of the hard hit cities of the 1937 flood, made ready to meet the emergency should the Ohio go over a 62-foot wall which protects the city. Under Acting Manager Paul Wagner, WPAY organized its staff for fulltime duty. Bulletins were broadcast. The station did much to allay fears brought about by unfounded rumors. With no local newspapers published New Year's day, Portsmouth inhabitants turned to WPAY for full information. The swollen waters came within .8 feet of reaching the flood wall top before receding.

Cincinnati

In Cincinnati, Program Director Fred Dodge of WKRC organized for an all-out emergency operation, but when it became apparent that the Ohio river would not reach severe flood proportions there, WKRC devoted its special broadcasts to the city's preparedness campaign. A record library of the WKRC broadcasts will be presented to the city for reference use in future flood control planning.

In New York, the Red Cross needed oil stoves for victims of the Onandaga valley high water. Fred Ripley, whose music and poetry program for Carling's is a feature of WSYR, broadcast the appeal. Within a few minutes the Red Cross had 103 stoves.

Instalment Buying Plan

(*Continued from page 11*)

ing on the certificate's total values. The dealer would forward this contract to a sales finance agency authorized by the Federal Reserve Bank to handle collections and bookkeeping.

Payments Locally Made

In possession of the post-war delivery contract, the sales finance agency would issue a payment book to the purchaser and open a ledger account for him. Plans contemplate that the purchaser would make payments through local organizations, such as public utilities firms already equipped for budget collections. Local agencies would forward payments to the proper sales agencies and they, in turn, would transit the funds to the Federal Reserve Bank or district branch which would credit receipts to a special post-war delivery account in the name of the Treasury Dept.

Sales finance agencies and local collection agencies would be allowed small commissions, which would be subtracted from collections. Sales and collection commissions would be taken directly from purchaser payments but covered when the certificate was entirely paid by the Treasury.

Reverse of Present Buying

The incentive offered to the consumer is dual: a prior claim on goods finally available when post-war production commences and a 10% discount from the established post-war price, achieved by assigning a merchandise value in excess of the purchase price.

In developing the plan, Mr. Nugent pointed out that there was no intention of having it replace normal savings, purchase of War Bonds or any other existing tax method. He declared that the existing machinery for reduction of purchasing power is inadequate to handle the enlarged buying power resulting from increased production of war goods and reduced production of consumer goods.

The plan's success will be predicated in part, Mr. Nugent contended, on the established habit of instalment buying which is merely being turned in reverse. Normally the consumer is able to pay a small amount down and obtain the merchandise for immediate use. Under the proposed plan, payments would be made periodically but total payment would precede actual use.

The plan is not intended to enlarge the post-war market but rather to preserve goods and services that might otherwise be sacrificed to meet payments for durables.

Some opposition is anticipated from those who will maintain that consumers will be unwilling to buy goods not yet in existence. In answer, the plan points out that mail order houses have had success with sales of merchandise on the basis of catalogues where only descriptions of goods can make a sale. It is pointed out, however, that the consumer is not committing himself to a specific make or brand beforehand. Furthermore consumers are well aware of the performance of goods manufactured by such names as Ford, Chevrolet, Plymouth, Frigidaire, General Electric or any other. The consumer is free to choose among makes and models at the time of delivery.

Gross in Navy

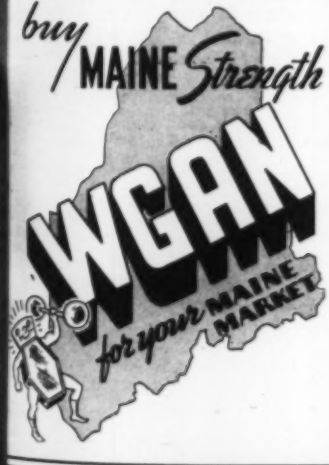
GERALD C. GROSS, veteran FCC engineer and acting chief engineer in charge of common carrier operations, last Tuesday was called to active duty as a lieutenant commander in the Naval Reserve. He has been assigned to the Bureau of Ships, radio division, working under Lt. Com. W. G. H. Finch, former FCC assistant chief engineer and head of the Finch Labs. Com. Gross in December 1941 was transferred from his permanent post as assistant chief engineer in charge of broadcasting to the temporary assignment in the common carrier field. He filled the vacancy created by the call to active duty of Com. Andrew W. Cruse.

Com. Gross

Baldwin Promoted

MAJ. JAMES W. BALDWIN, former NAB managing director, now assistant executive in the office of the Chief Signal Officer, has been promoted to lieutenant colonel. He left an executive post with the Finch Laboratories to accept the commission.

BABI-JUICE Corp., Boston (oranges) plans to use radio, newspapers and billboards in its extensive campaign. David Malkiel Adv. Agency, Boston, is agency.



★ The largest unduplicated coverage in Maine radio

★ Centering in Portland where payrolls exceeded records

★ Where rate of gain in retail sales exceeds that of any other city in America

★ Over 69% of CBS network commercial programs

5000 WATTS - 560 KC

• PORTLAND, MAINE •

"and when it's Dayton you're after, remember--"

WHIO IS THE DAYTON MARKET

5000 WATTS—BASIC CBS • *G. P. Hollingbery Co., Representatives*

XUM

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 31 TO JANUARY 8 INCLUSIVE

Decisions . . .

DECEMBER 31

Yankee Network Inc.—Approved sale of capital stock of The Winter Street Corp., to General Tire & Rubber Co., Akron. Commissioners Walker and Durr dissented.

WSBT, South Bend, Ind.—Granted license to use present licensed auxiliary transmitter as main transmitter, and main transmitter as auxiliary.

WAAB, Worcester—Granted license to cover CP for increase in power to 5 kw., new transmitter and DA for day and night use, and move transmitter and studio.

WTMA, Charleston, S. C.—Granted license to cover CP new transmitter, DA for night use, change to 1250 kc, increase power to 1 kw, and move transmitter.

WRDW, Augusta, Ga.—Granted license to cover CP for change of frequency to 1480 kc, increase in power to 5 kw, installation of new equipment and DA for night use, and move of transmitter.

KBTB, Duluth, Minn.—Granted license to cover CP authorizing move of transmitter to Front St., & 63d Ave., West Duluth.

JANUARY 2

WLW, Cincinnati—Granted motion for postponement of hearing set for Jan. 8 on application for modification of license; hearing continued to Feb. 8.

JANUARY 6

The Metropolis Co., Ocala, Fla.—Granted motion to dismiss without prejudice application for license to operate on 1490 kc, 100 w, unlimited time, on facilities of WTMC.

Bay County Publishers Inc., Panama City, Fla.—Granted motion to dismiss without prejudice application for license for new station to operate on 1230 kc, 100 w N; 250 w D; unlimited; using facilities of WDLP.

WISH, Indianapolis—Granted petition to dismiss without prejudice application for CP to operate on 1310 kc, unlimited; DA-night.

WBRB, Red Bank, N. J.—Granted petition to withdraw without prejudice to refiling, and cancellation of hearing on application for CP to operate on 1240 kc, 100 w; S-WGBB and WFAS; and application for renewal of license.

Gloria Dalton, Los Angeles—Granted petition to intervene in hearing on application of KMTR, Los Angeles, for renewal of license; continued hearing from Jan. 12 to March 1; dismissed without prejudice request for transfer of hearing to Los Angeles.

KGER, Long Beach, Cal.—Granted license to cover CP for new equipment, increase in power, DA for night use, and move of transmitter.

Applications . . .

JANUARY 5

KVAK, Atchison, Kan.—Voluntary assignment of license from Carl Latenser to S. H. Patterson. (1450 kc).

KMAC, San Antonio, Tex.—Voluntary assignment of license from W. W. McAllister and Howard W. Davis, d/b as The Walmac Co., to Howard W. Davis tr/as The Walmac Co.

WEMP, Milwaukee—Voluntary assignment of license to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley, James E. Markham, co-partners d/b as Milwaukee Broadcasting Co. (1340 kc).

JANUARY 7

WQXR, New York—Extension of special service authorization to April 1, 1944 (1560 kc).

Transmitter Stolen

MOBILE transmitter WJSN of WTJS, Jackson, Tenn., was stolen from the streets of Jackson recently. Alarm was broadcast throughout four States. The blue Studebaker coach which housed the transmitter, gaily painted in silver letters, front, sides and rear, was spotted parked in front of a hotel in Columbus, Miss., by Bob McRaney, manager of WCBI, Columbus. Nothing was damaged.

CBS Russian Series

BASED on the experiences of Larry LeSeuer, CBS foreign correspondent, a new series, *An American in Russia*, will be broadcast, beginning Jan. 19, in the 10-10:30 p.m., spot now featuring Norman Corwin's *An American in England* program. Mr. Corwin will supervise the new program and Guy Della Cioppa will direct.

Philco Television Survey

A SURVEY of listening habits among Philadelphia's television receiving set owners is being conducted by Paul Knight, program manager of WPTZ, Philco television station in Philadelphia. WPTZ is conducting experimental programs to tests its newly-constructed transmitter at Wyndmoor, Pa. Plans contemplate resumption of regular programs in the near future.

ATLAS BREWING Co., Chicago (beer), beginning Feb. 15 will sponsor a five-minute news summary 6 nights weekly and 4 spot announcements weekly on WBBM, Chicago. Agency is Arthur Meyerhoff & C., Chicago.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on Jan. 19 starts for 52 weeks Harry W. Flannery on 7 CBS Pacific stations (KNX KARM KROY KGDM KQW KOIN KIRO), Tues., Thurs., 5:30-5:45 p.m. (PWT) Agency: Raymond R. Morgan Co., Hollywood.

MENTHOLATUM Co., Wilmington, Del. (Mentholatum), on Jan. 10 started for 13 weeks, Phil Stearns—News, on 18 CBS western stations, Sunday 5:45-5:55 p.m. (PWT). Agency: J. Walter Thompson Co., N. Y.

KELLOGG Co., Battle Creek (Pep), on Jan. 4 started for 52 weeks, five-minute participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Mon., thru Fri., 9:30-10 a.m. (PWT). Agency: Kenyon & Eckhardt, N. Y.

KELLOGG Co., Battle Creek, Mich. (Pep cereal), on April 5 starts *Breakfast at Sardi's* on 130 BLUE stations, Mon. thru Fri., 11:15-11:30 a.m. Agency: Kenyon & Eckhardt, N. Y.

Renewal Accounts

INTERNATIONAL SILVER Co., Meriden, Conn., on Jan. 3 renewed for 13 weeks *Edward R. Murrow From London* on 26 CBS stations, Sun., 6-6:15 p.m. Agency: Young & Rubicam, N. Y.

LEWIS-HOWE Co., St. Louis (Tums), on Jan. 19 renews *Treasure Chest* on 126 NBC stations, 8:30-9 p.m. Agency: Roche, Williams & Cunnyngham, Chicago.

CAMPBELL SOUP Co., Camden, N. J. on Dec. 22 renewed *Radio Reader's Digest* on 66 CBS stations, Sun., 9-9:30 p.m. Agency: Ward, Wheelock Co., N. Y.

VOICE OF PROPHECY Inc., Los Angeles (religious), on Jan. 3 renewed for 52 weeks *Voice of Prophecy* on 33 Don Lee Pacific and 3 Arizona stations, Sun. 9:15-9:45 p.m. (PWT). Agency is J. C. Hoskin & Associates, Chicago.

N. Y. Gas Spots

TO SHOW housewives how th can save cooking gas, Consolida Edison Co., of New York will r an intensive one-week campa starting Jan. 11 on New Y stations WEAF WOR WM WNEW and WJZ. Institutional a nouncements will be aired on three-a-day basis on each outl The company ran a similar sch ule last fall to urge observation dimout regulations. McCann-Eric son, New York, handles the a count.

CUMMER PRODUCTS Co., New Y (Energine) on Jan. 20 renews for weeks *Manhattan at Midnight* on 63 BL stations, Wed., 8:30-9 p.m. Agency: Yo & Rubicam, N. Y.

RICHFIELD OIL Corp., New York (d er service), on Jan. 5 renewed Art Hale's *Confidentially Yours* on 24 N stations, Tues., Thurs. and Sat., 7:45 p.m. Agency: Hixson-O'Donnell, Y.

PHILIP MORRIS & Co., New York (c arettes, tobacco), has renewed Joh *Presents Ginny Sims* on 129 NBC s tions, Tues., 8-8:30 p.m. (repeat 11: 12 midnight). Agency: Blow Co., N. Y.

CENTAUR Co., Rahway, N. J. (Ka Shaving Cream), has renewed *Battle the Sexes* on 55 NBC stations, Tu 9-9:30 p.m. Agency: Young & Rubica N. Y.

CHARLES H. PHILLIPS CHEMICAL C (Phillip's Milk of Magnesia), has rene *Waltz Time* on 74 NBC stations, F 9-9:30 p.m. Agency: Blackett-Samp Hummert, N. Y.

R. L. WATKINS Co., New York (L Lyon's Toothpowder), has renewed M *hattan Merry-Go-Round* on 69 NBC s tions, Sun., 9-9:30 p.m. Agency: Black Sample-Hummert, N. Y.

BAYER Co., New York (Bayer Aspiri has renewed *American Album of Fami Music* on 72 NBC stations, Sun., 9: 10 p.m. Agency: Blackett-Sample-Hu mert, N. Y.

CITIES SERVICE Co., New York (p troleum advisers), has renewed Cl *Service Concert*, on 66 NBC stations, F 8-8:30 p.m. Agency: Lord & Thom N. Y.

Network Changes

CHESEBROUGH MFG. Co., New Yo (Vaseline products), on Jan. 6 shifted *Christian* on 66 CBS stations, Wed., 8: 8:55 p.m. with West Coast repeat 8: 8:55 p.m. (PWT), from Hollywood to N York for four weeks or more. Agenc McCann-Erickson, N. Y.

AMERICAN CIGARETTE & CIGAR Co New York (Pall Mall), on Jan. 11 i creases to 15 minutes and shifts Gra Fields on 126 BLUE stations, Mon. th Fri., from 9:55-10 p.m. to 10:15-10: p.m. Agency: Ruthrauff & Ryan, N. Y.

STANDARD OIL Co., of Cal., San Fra cisco, on Jan. 24 shifts *Standard Symph Hour* on 6 NBC Pacific stations, Sa 9-9:45 p.m. (PWT) to 8:30-9:30 p.m (PWT). Agency: BBDO, San Francisco.

LEVER BROS. Co., Cambridge, Ma (Lifebuoy soap), on Jan. 7 shifted Bo Burns' *Arkansas Traveler* from 117 C stations, Wed., 9-9:30 p.m. to NB Thurs., 7:30-8 p.m. (repeat 9:30-10 p.m. at the same time shifting *Mayor of Ga Town* (Rinso) on 117 CBS stations, We from 9:30-10 p.m. to 9-9:30 p.m. Age cy: Ruthrauff & Ryan, N. Y.

SKELLY OIL Co., Kansas City (P troleum products), on Jan. 2 expand Alex Dreier's news commentaries, on 1 NBC stations, Mon. thru Fri., 6:45 a.m., adding Sat., 8-8:15 a.m. on all s tions. Agency: Henri, Hurst & McDona Chicago.

BROWN & WILLIAMSON TOBACC Corp., Louisville, (Kools, Sir Walter Ra eigh Smoking Tobacco), on Jan. 29 sh *People Are Funny*, on 67 NBC stati from Fri. 10-10:30 p.m. to Fri., 9:30 p.m. Agency: Russel M. Seeds Co., N. Y.

HALL BROTHERS, Kansas City (gre ing cards), on Jan. 15 shifts *Meet Th Navy* on 94 BLUE stations from 10-10: p.m. to 8:30-9 p.m., Fridays. Agenc Henri, Hurst & McDonald, Chicago.

W. A. SHANE, for five years eng neer in charge of CBL, Oakville, On has resigned. He pioneered in ra both in the United States and Ca nada.

Portrait of

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CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

SPORTS ANNOUNCER—To do play-by-play and daily sports show on 5 kw. station. State full details and salary required. Our staff knows of this ad. Box 185, BROADCASTING.

News Re-Write Man—With either radio or newspaper experience. State experience and draft status. Write Jack Shelley, WHO, Des Moines, Iowa.

First or Second Class Operator—Male or female. NBC Outlet. WMVA, Martinsville, Virginia.

Announcer—Qualified to act as program director, preferably over draft age. Local station deep south. Box 183, BROADCASTING.

ANNOUNCERS — Outstanding clear-channel New York State station. Give experience, references, draft status. Box 181, BROADCASTING.

Commercial Manager—With executive ability to become general manager of independent full time radio station 100 miles from New York. Give full details of past and present position in radio. Box 177, BROADCASTING.

Two first or second class operators—Local station in midwest city of 46,000. Excellent living conditions. Wire or write KFPW, Fort Smith, Arkansas.

WGCM, Gulfport, Mississippi—Has opening for program director. Single man preferred—age 38 or over.

1000 Watt Network Station—Has opening for experienced draft exempt announcer. Ideal working conditions. State salary expected, complete details first letter. WTJS, Jackson, Tennessee.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

ANNOUNCER-NEWSCASTER—Draft exempt, reliable, rounded experience. One seeking permanency with leading Central New York Station. If interested send transcription. Also state salary, experience and references in detailed letter. Address Box 191, BROADCASTING.

Experienced Time Salesman—By large regional station in southwest. Must have proven radio sales ability and record must stand careful examination. Excellent opportunity. Sell yourself in letter stating education, experience, age, draft status, salary requirements. Box 194, BROADCASTING.

Situations Wanted

Experienced "Musical-Clock" Announcer and Time Salesman—With Plenty of Personality and Selling ability. Now with Blue-Mutual Station in Major Midsouth Market. Desires similar connection with more progressive station. Age 35, Married, 3-A. Excellent background, references. Will arrange personal interview. Box 190, BROADCASTING.

STATION MANAGER—Young executive, now employed as Commercial Manager by West Coast station desires Station Manager's position. On present job five years; but has reached peak of earning and advancement. Nine years' experience in sales, announcing, writing, production, programming. Thirty years old, married, two children, 3B-4. If you need a Station Manager, write Box 175, BROADCASTING.

News Editor-Commentator-Writer — Thorough news room experience with finest national references. Draft exempt. Box 176, BROADCASTING.

Situations Wanted (Continued)

Two Announcers—Draft deferred, want better positions. One staff, M. C. and production; one news and sports. Will come separately or together. Box 170, BROADCASTING.

Available at once—First phone, deferred. Reliable, conscientious, seeks permanent position. State salary and living conditions. Fare to job must be paid. Box 171, BROADCASTING.

Station Manager—Progressive, young college man, now employed, with eight years' radio experience in programming and sales, desires permanent connection with progressive station as manager. Proven sales record. Best business and character references. Family. Box 173, BROADCASTING.

Chief Engineer—5 kilowatt network station. Nine years. Desires change. Experienced Doherty circuit, bridge and field measurements, studios, etc. Draft exempt. Best reference. Box 178, BROADCASTING.

Radio Engineer—Ten years' experience, first class phone license. Desires permanent position. Address Box 179, BROADCASTING.

WRITER — Copy, continuity, dramatic script. 2½ years' radio experience. Draft deferred. Wants position with larger station or agency. Reliable. Now employed. Box 180, BROADCASTING.

COLLEGE WOMAN — Excellent announcing voice, low pitch. Talented writer, producer-director. Experienced announcing, writing, producing. Box 182, BROADCASTING.

Transmitter Engineer—First phone license. Five years' experience, 4F. Network station, permanent. Box 184, BROADCASTING.

Announcer — Experienced — 4F. Commercials, news, disc jockey, control board. New York vicinity. Box 186, BROADCASTING.

Manager—Who produced substantial 1942 profit, desires change because owner won't play ball. Box 188, BROADCASTING.

First Class phone—Some experience. Mention wage scale and town's living conditions. Deferred. Available immediately. Box 172, BROADCASTING.

Wanted to Buy

Professional Type—Portable or console model playback machine. Must be able to play 12 and 16 inch records at both 78 and 33 1/3 RPM. AC or AC-DC. Furnish all details including cost. Box 174, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

Presto Equipment For Sale—Two 6D turntables, equipped with time scales, microscope, 1C cutters, vertical dampers. One 85E Amplifier, 50A Radio tuner, Special 130C Mixer. Included in sale price, mixing table, 3" RCA oscillograph, Clough-Brengle audio oscillator; RCA, Shure, Brush, mikes and many other "impossible to get" items. For quick sale, as one unit only $1300. CASH. Harold Kay Laboratories, 54 South State Street, Painesville, Ohio.

TUBES—Five 212E, one 204A, two 242C. All excellent condition. Box 187, BROADCASTING.

WLW Film Tieup

WORLD PREMIER of "Hitler's Children", RKO screen version of Gregor Ziemer's *Education for Death*, on Jan. 14, 11:15 p.m. (EWT), will include a three-way broadcast on WLW, Cincinnati, featuring Gregor Ziemer, WLW commentator and author of the book, who will interview two of the leading stars of the picture, Bonita Granville, who portrays "Anna", and H. B. Warner, who plays the fearless Bishop. Other notables of screen and radio will also speak. Broadcast will be from the Albee Theatre, Cincinnati, Palace Theatre, Columbus and Keith's Theatre, Dayton.

Lever Moves Burns

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy), on Jan. 7 shifted *Bob Burns Show* on 115 CBS stations, Wednesday, 9-9:30 p.m. (EWT), to NBC stations, Thursday, 7:30-8 p.m. (EWT), with West Coast repeat, 6:30-7 p.m. (PWT). Show occupies the 30-minute spot on NBC stations recently vacated by *Kraft Music Hall*. Lacking studio space, NBC has rented El Capitan Theatre on Vine St., Hollywood, for the two broadcasts. Ruthrauff & Ryan is agency.

Frolic In A and B

PATRIOTIC interest in conserving transportation equipment has led WHO, Des Moines, to transfer its 2¼-hour *Iowa Barn Dance Frolic* program from the 4,500-seat Shrine auditorium to its studios A and B, to which audiences were admitted, beginning Jan. 2.

New Law Firm

RUFUS G. POOLE, former associate general counsel of the Wage & Hour Division, Dept. of Labor, and Darius F. Prince, tax attorney, recently joined the firm of Vesey & Wheeler, with offices in the Bowen Bldg., Washington. The new firm is Vesey, Wheeler, Poole & Prince. Howard Vesey and Edward Wheeler, son of the Montana Senator, were formerly in the law offices of Louis G. Caldwell, Washington, and established their own practice last year.

STANLEY TALBOT, former merchandising manager of Dr. Pepper Co., Dallas, has been appointed advertising manager of Pabst Sales Corp., Chicago, succeeding C. H. Wolfe, who is now account executive with Biow Co., New York.

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XUM

OWI Reorganizes Overseas Branch

Barnes is Associate Director In Streamlined Setup

STREAMLINING operations of the Office of War Information Overseas Branch, several personnel changes were announced last week under which Joseph Barnes, chief of the New York headquarters of the Overseas Branch was advanced to the post of associate director of the branch, continuing in charge of the New York office; Harold Guinzburg was relieved of his responsibilities in the direction of the outpost setup and promoted to deputy director in charge of recording and transcriptions; and James Linen was advanced to take charge of outpost operations.

Along with changes in personnel, the branch was reorganized on the basis of geographical areas. Under the new arrangement, material will be prepared by areas. Under this decentralization it is expected, officials say, that broadcast operations will be improved through specialization.

Communications With Africa

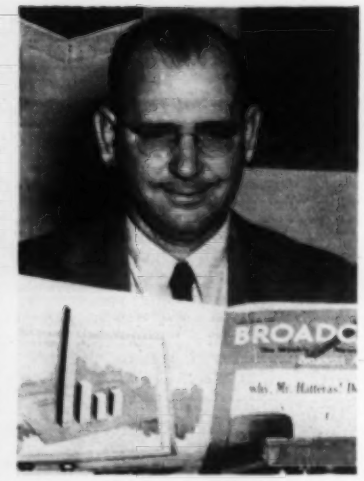
Last Wednesday new transmission facilities were opened from North Africa directly to Washington, Elmer Davis said at his news conference. Operating one channel of a six-channel transmitter, OWI is sharing time with press associations and newspapers in the direct transmission of news to this country instead of through London as heretofore.

The new setup will provide for the transmission of news at the rate of about 3,000 words per hour for three or four hours a day, Mr. Davis said. It will be delivered to Washington by Western Union and then transmitted to the news associations in New York, he explained. Censorship will be cared for at the African end, Mr. Davis felt, and said that no provision had been made for further censorship at this end.

Brazilian on Tour

CAPT. AMILCAR DUTRA, director of the Brazilian Government department of press and information and in charge of all broadcasting in Brazil, arrived in the United States last week for a month's visit at the invitation of Nelson Rockefeller, Coordinator of Inter-American Affairs. Chief purpose of his visit is to promote a further exchange of programs between the United States and Brazil, he told a press conference in New York, at which he stated his belief that radio is one of the most important media for effecting a closer understanding between the peoples of the two republics.

DAUGHTERS of two famous actors, Eddie Cantor and Fred Stone, will start radio careers simultaneously and for the same station, as staff artists of WNEW, New York. Paula Stone will conduct the *Broadway Beam*, a weekly program of Broadway and Hollywood news formerly conducted by Bill Bernie. Eddie Cantor's daughter, Marilyn, will be a staff announcer.



Official Army Air Forces Photo

SALUTED for his contribution of radio time to Duncan Field, San Antonio, was R. Early Willson, owner-manager of KABC, San Antonio. On Christmas day, 1941, Mr. Willson started a series of Duncan Field programs which have continued throughout the year. On first anniversary, Duncan Field's *Women in the War* program saluted Mr. Willson for his patriotism and air field's publication *Flying Times* carried story and picture of the radio executive.

14 Million Hear FDR

PRESIDENT ROOSEVELT's address to Congress last Thursday on the State of the Nation reached a total radio audience of 14,290,200, according to a tabulation made by C. E. Hooper Inc. The President's message, carried by all four major networks, was given a 27.7 Hooper rating.

A 24-PAGE book titled *Calling All Nations* was issued last month by the British Broadcasting Corp. to commemorate the tenth anniversary of its Overseas Service, originated in 1932 as the Empire Service under the direction of the now joint director-general of BBC, Sir Cecil Graves.

MULLEN ELECTED DIRECTOR OF NBC

FRANK E. MULLEN, vice-president and general manager of NBC, was elected a director of the company at a meeting of the board of directors last Friday.

In a statement following Mr. Mullen's election, Niles Trammell, NBC president, said:

"Mr. Mullen's election to the NBC directorate is a recognition of his fine service to broadcasting and to his many contributions to the network's part in the war effort. During his four years as NBC's general manager, his ability as an organizer and executive has substantially contributed to the progress of the network."

Mr. Mullen has participated in the development of radio since 1923, when he organized the first broadcast service for farmers. He joined NBC in 1926 and for eight years served as its director of agriculture with headquarters in Chicago. In 1939, he was transferred to New York as manager of the RCA Dept. of Information. Five years later he was elected RCA vice-president in charge of advertising. In 1940 Mr. Mullen was elected to his present position with NBC.

Edward J. Lynett

EDWARD J. LYNETT, 86, owner of the only commercially-owned but non-commercially operated broadcasting station in this country, died Jan. 1 in Scranton, Pa. following a short illness. He was publisher of the *Scranton Times*, largest newspaper in Northeastern Pennsylvania. His station is WQAN, which operates with 1,000 watts daytime and 500 night on 910 kc., sharing with WGBI, Scranton. WQAN accepts no advertising and operates only 1½ hours per day, not including Sundays—12 noon to 1 p.m. and 4:30 p.m. to 5 p.m., carrying largely news. All the remaining time is allocated to WGBI. Mr. Lynett is survived by two sons, William R. Lynett, assistant publisher of the *Times*, and Edward J. Lynett Jr., assistant business manager of the newspaper; also by a daughter, Elizabeth Lynett.

Drawn for BROADCASTING by Sid Hix

"And Now the Dixie Comfy Mattress Corp. Greets You From the Palm-Kissed Shores of Miami!"

NBC's Spot Sales Break All Records

Increase of 12% Is Recorded According to McConnell

NBC's National Spot Sales Division had the best year in its history during 1942, James V. McConnell, national spot sales manager, announced last week. Reporting that the division had an increase of more than 12% over 1941, Mr. McConnell also stated that since Jan. 1 of the new year business has continued to be well ahead of a year ago, with new accounts and renewals on all the 11 stations represented by national spot sales.

Business during the first week of 1943 included a 13-week contract from Maryland Pharmaceutical Co., Baltimore, for 78 spot announcements on six stations, placed through Joseph Katz Co., Baltimore; participations on seven stations for ten weeks on behalf of a new income tax book, issued by Doubleday Doran & Co., New York, handled by Huber Hoge & Sons, New York; and 13 weeks of announcements on five stations for Vick's Inhaler, purchased by Vick Chemical Co., New York, through Morse International.

Two Lever Series

Lever Bros., Cambridge, Mass., has signed for one-minute announcements for Rinso, eight weeks on nine outlets, and has renewed for another 52 weeks *Aunt Jenny's* five-weekly quarter-hours on three stations, through Ruthrauff & Ryan, New York. Lever also signed for 52 station breaks on six outlets for Swan Soap through Young & Rubicam, New York.

Procter & Gamble, Cincinnati, has renewed for 52 weeks station breaks for Duz on seven stations and has signed for five outlets on behalf of Lava, through its agency, Biow Co., New York. Continental Baking Co., New York, has signed a 52-week contract on four stations for Wonder Bread, in addition to 312 announcements on WEAF, New York, through Ted Bates Inc., New York. Another 52-week contract was received from Johnson & Johnson, New Brunswick, N. J., for station breaks on six stations. Agency is Ferry & Hanley Co., New York.

Advice to Housewives

Beechnut Packing Co., Canajoharie, N. Y., contracted for 13 weeks of station breaks on seven stations, plus a five-weekly new program on WEAF, New York, through Newell-Emmett Co., New York. Curtis Publishing Co. has increased its announcements on the same station.

Housewives receive instruction on how to save cooking gas through a series of institutional announcements sponsored by Consolidated Edison Co. of New York on three WEAF programs, placed through McCann-Erickson, New York.

Mr. Advertiser... IN PHILADELPHIA YOU DON'T NEED A MIKE-RO-SCOPE

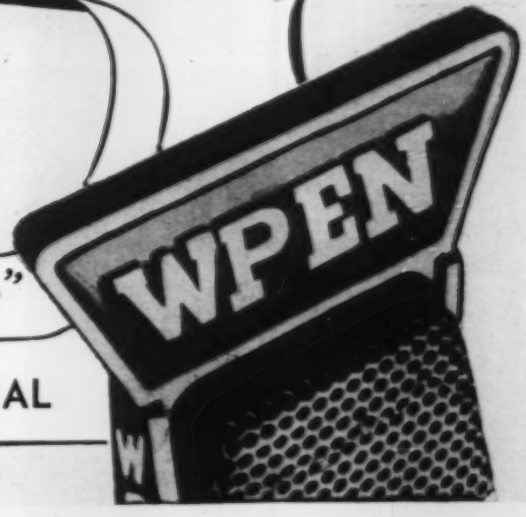
To See: **We are all out in producing for victory.**

To See: **Thousands of new workers with bulging payrolls.**

To See: **This NEW money is SPENDING money.**

But ... **TO GET YOUR SHARE**

You DO Need THIS "Mike"

5000 WATTS • 950 ON THE DIAL

Affiliated station of the Atlantic Coast Network